

MARC CENEDELLA
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objective Growth-oriented executive with finance, marketing and entrepreneurial experience seeks senior operating role in business services, online marketing, or information services industries.

experience

2000 - 2002 HOTJOBS.COM, LTD. NEW YORK, NY

Senior Vice President, Finance & Operations

Senior executive reporting to CEO at profitable \$117 mm sales on-line recruitment advertising company.

- Sold public company (NASD: HOTJ) to Yahoo! for \$436 mm in cash and stock.
- Vaulted HotJobs to #1 trafficked career site with cheap online marketing plan.
- With management team, restructured HotJobs: 15% RIF, \$30mm cost cuts, exited non-core businesses.
- Achieved operating profitability, and generated 73% gain in shareholder value in seven months.

Vice President, Business Development

- Corporate Development: received hundreds, analyzed 49, recommended two acquisition opportunities.
- On-line Advertising: increased productivity 350-fold, reduced expenses \$13mm (87%) year-over-year.
- Business Development: eliminated \$4 mm in bad deals; launched industry's leading affiliate program.
- Content: hired newsletter expert, built industry-leading newsletter network with 5.5 mm subscribers.

1998 – 2000 THE RIVERSIDE COMPANY NEW YORK, NY

Assistant Vice President, Private Equity

- Refinanced rapidly growing portfolio company, leading to \$317 mm sale and a gross IRR of 76%.
- Acquired a leading manufacturer of specialized construction components.

1997 DONALDSON, LUFKIN & JENRETTE SECURITIES CORP. LOS ANGELES, CA

Summer Associate, Investment Banking

1995 - 1998 FORBES PACIFICA TRADING CO., LLC SAN DIEGO, CA

President and Founder

Founded, grew, and sold international trading firm specialized in exporting American pet foods to Japan.

- Raised start-up capital of \$250,000 in January 1995; sold in 1998, realizing net IRR of

24%.

- Grew revenues from zero to \$3 million; acquired UAX Co. for \$220,000 in May 1997.

1993 - 1995 GERBER CALIFORNIA, INC. SAN DIEGO, CA

Business Development Manager

- Exceeded profit targets by 300% in import and export of prune juice, pet food, and Belgian chocolates.

education

1996-1998 HARVARD UNIVERSITY GRADUATE SCHOOL
OF BUSINESS ADMINISTRATION BOSTON, MA

Master in Business Administration, High Distinction, awarded June 1998.

- Baker Scholar (Top 5% of graduating class); First-Year Honors.

1988-1992 YALE UNIVERSITY NEW HAVEN, CT

Bachelor of Arts in Political Science awarded June 1992.

- Re-organized dormitory night-time snack-shop into profitable operation.

personal Traveled “round-the-globe” in Summer 2002; study history of writing systems and the English language.