

## **THE COMPANY**

MSC is a consulting firm specializing in crisis management for troubled companies, forensic accounting, internal management accounting, controls, and MIS systems. Our staff of professionals is comprised mainly of Certified Public Accountants, many of them with Big Five accounting experience, and other financial, MIS and CAS experts.

MSC was formed to fill a void in the business environment. We have found that many businesses do not have either the personnel or the resources to provide management with the information needed to quickly respond to changes in economic conditions. As forensic consultants, MSC uses its knowledge base of operations, accounting, and systems to accurately recreate and interpret historical financial information.

MSC has provided services to financial institutions, public corporations and privately held corporations in a variety of industry areas. We have an excellent track record and are recommended by major accounting firms, banks and law firms to provide a cost effective solution for their clients.

## **PRINCIPAL PROFILE**

**Barry Sorrentino Co-Founder and Managing Partner** – Barry graduated from Pace University in the late '70's with Bachelor of Business Administration majoring in Accounting. From 1975 through 1980, he was the Controller of a direct mail order company. A leading manufacturer acquired that company in 1981 and Barry became the Chief Financial Officer until 1992. As the CFO he spearheaded a team in taking the company public, created a computerized cash flow and was instrumental in securing a new, comparable asset based line of credit at a substantial savings. Over the years Barry has been successful in both restructuring and developing strategic alliances for companies in various industries including manufacturing, distribution, importing, apparel, electronics, automotive suppliers, high tech firms and the newspaper industry. His extensive background in operations, cash management and improving controls has allowed him to work closely with major lenders, accountants, attorneys and finance companies in creating financial opportunities. Many of the Accounting firms rely on his hands on accounting ability to help their clients straighten out and maintain their books and records. He founded MSC in 1993 with David Mandelbaum. Barry is married with 3 children and is a member of numerous credit and financial industry associations.

---

**David Mandelbaum CPA Co-Founder** - David graduated Magna Cum Laude from Touro College in the early '80s with a B.S. in Accounting and received his C.P.A. license. David served in public accounting with a number of mid-size firms and started his own successful practice in 1989. He is an expert in MIS, computerized accounting techniques, financial data analysis, financial business plan and projection analysis and creation. His client base consisted of national fast food franchises, electronic equipment distributors, labor unions, real estate developers, apparel industry, manufacturing and insurance industry accounts. He has represented clients before the New York State Sales Tax Authority audit division and forensically accounted for a number of years of activity to the satisfaction of the State authority. Over the years he has conducted various seminars on financial accounting and tax issues. He founded MSC in 1993 with Barry Sorrentino. David is married with 3 children and is a member of the NYSSCPA.

### KEY PERSONNEL PROFILE

**Bob Greenfield CPA, Managing Director** – Bob graduated from Long Island University with a BS in Accounting and Finance in the mid- 70s. He began his career in public accounting before moving into the corporate world. During his career Bob served in various capacities, including Controller, Vice President of Production, Executive Vice President, Chief Operations and Financial Officer and as a member on the Board of Directors. He worked with numerous apparel designers and manufacturing companies. He has also worked with industrial manufacturing and services companies outside of apparel. Bob has been instrumental in helping troubled companies reorganize and create successful operations in spite of adverse outside influences and has been invaluable in the start-up of many companies. He is a Turn-a-round specialist with a practical understanding of business, economics and a strong hands-on management approach. His knowledge in business extends from Finance onto the Manufacturing floor as well as Logistics, HR and IT.

**Robert (Bob) Moss, Director of Business Development** - Bob graduated from Pace University. He has spent over 30 years in management positions in a variety of industries including banking, factoring, consulting and manufacturing. Bob's varied background is both in credit, accounts receivable and business development. He was a senior credit officer for a large international bank and was responsible for all workouts, director of credit for a fortune 1000 company and a credit executive in the factoring industry. Bob had his own consulting business for several years and most recently was business development manager for a large national accounts receivable and chargeback company. Bob has extensive experience in most consumer product industries, importing and trade finance. He has done many presentations and speaking engagements on chargebacks and accounts receivable management before banks and accounting firms as well as various groups including the NYSSCPA'S and New York Institute of Credit ( for CPE credit for CPA's).

---

**Steven M. Schuit, Senior Consultant** - Steve began his professional career in public accounting with a “Big 8” firm and has over 15 years of experience in all facets of asset-based lending, including collateral due diligence, financial statement analysis and managing portfolio risk. He is a seasoned credit professional with hands-on experience in working on turnaround and restructuring situations with leveraged and distressed businesses in diverse industries. Steve has led several teams responsible for up to \$1 Billion in assets and is well versed in assessing the ongoing viability of middle market businesses. He has been involved in various projects dealing with workouts, bankruptcies and liquidations of many prominent retail and consumer product companies. Steve has been an affiliate member of several industry organizations including the Commercial Finance Association and Turnaround Management Association, and is a graduate of Adelphi University.

**Stephen C. O’Donnell, Director** - Steve has been in executive management for over 14 years in the positions of Plant Controller, Director of Finance, Chief Financial Officer, Chief Operating Officer, President and Chief Executive Officer. Steve has experience in both the for-profit and non-profit sectors. The for-profit sectors include the defense, manufacturing, retail and the internet industries. The non-profit sector includes the areas of housing, human services, criminal rehabilitation and mental health. Steve has been very successful with bankruptcy recoveries, turnarounds and crisis management, as well as fraud and embezzlement investigations. He is a graduate of Manhattan College and received his Masters in Business Administration from Dowling College. Steve is a member of the Institute of Management Accountants (IMA) with over twenty-five years of business experience encompassing consulting, program management, cash management, financial analysis, general accounting, and budgeting.

**Kenneth S. (Ken) Johnson, Consultant Collateral Audit** – Ken, graduated from Pace University with a BA in Accounting and Economics, and earned his MBA from Fordham University. A CPA with over 25 years of diverse experience, Ken served in financial management positions with several Fortune 500 and entrepreneurial organizations prior to joining with MSC. He has supervised, reviewed and conducted numerous collateral examinations for banking and other clients lending under factored or asset-based credit facilities. Ken has lectured for the American Management Association, is a member of the AICPA, NYSS of CPAs, the Institute of Management Accountants, and the Center for Entrepreneurial Management.

**David Nadler - Consultant** - David, has been a working CFO since 1986. David has held various executive level positions and acted as a team leader for special projects for publicly held companies with revenues as high as \$1B. In his various capacities including Chief Financial Officer, Controller, Vice President of Finance and Operations, David worked with companies involved with Internet Technology, logistics, precious metals, manufacturing, import and distribution among others. From 1974 to 1986, he was principal of David Nadler & Company, CPA, P.C., which provided accounting, tax and financial consulting services. He is a graduate of Pace University and a member of the AICPA, NYSSCPAs, Turnaround Management Association (TMA) and Risk Management Association (RMA). David offers over twenty-five years of business management,

---

financial analysis, consulting, general accounting, tax, audit and budgeting experience. He is a CPA with diversified industry exposure, exceptionally strong analytical and problem solving skills and a track record of achievement.

**Richard Mould - IT Director** – Richard has over 25 years of management experience in the industrial electronics and computer fields and has held senior positions as Chief Electrical Engineer and Chief Information Officer for several companies. During the past 15 years, Richard has focused on software engineering. He has been successful in integrating his knowledge of manufacturing processes with his programming skills to produce efficient large scale data applications. He has developed a specialty working with inventory systems and the integration of smart machines to those systems for factory IT. Since 1999 he is fully certified by Microsoft as a Microsoft Certified System Engineer enabling him to set up the various systems and networks for which he develops programs.

**Conrad J. Isoldi, Director of Strategic Solutions** – Conrad is a graduate of Bernard Baruch College. He has spent over 40 years in key management positions in both financial and non-financial organizations addressing, defining and implementing key strategies, which have enhanced the profitability, operating efficiency and overall control of the assets of the business segment. As Sector Controller of the Retail Banking component of a large commercial bank, Conrad played a key role in the establishment and growth of that business into one of the most profitable, well controlled and managed business segments of that organization. Financial procedures and disciplines were implemented within an established strategic framework. The profitability of all business units were determined, analyzed and measured against budgets developed on a monthly basis. This provided management the ability to take necessary actions at the appropriate time (exit business, stay and grow, reduce future capital allocations, etc). Management was given the tools required to know quickly where the business challenges were, the impact on profitability and what decisions needed to be made. Subsequent responsibilities at other financial and non financial entities focused on streamlining and shortening the month end closing process, the establishment of an integrated strategic and profit planning process, operational reengineering, performance measurement, acquisition integration, cost containment, technology upgrades, evaluation of best practices, monthly management reporting geared to effective decision making, etc. In all cases, a close working relationship was established with both the internal and external auditors as well as the appropriate regulators to “avoid surprises”. Conrad has demonstrated ability to work directly and closely with client management to define the challenges they are concerned with, offer and assist in the implementation of “Time is of the essence” solution/s to increase and maximize entity profitability and shareholder value.