

EDWARD F. KELLEY III

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Executive Career in Business/Advocate for the Mentally Ill & Their Families

Seasoned executive with over 25 years of experience in corporate, franchise and growth organizations. During his career, Mr. Kelley has held executive positions including as CEO, COO, CFO, VP Operations, VP Finance, Director of Business Development and Director of M & A.

Mr. Kelley has: developed company owned and franchise operated service operations throughout the United States, and abroad; and overseen the consolidation of industry competitors in targeted niches thru strategic mergers & acquisitions and/or partnerships; managed transfers of excellence & branding strategies for newly merged entities and their cultures; and, implemented system expansion thru organic development of company operated units and franchising. Background in estate development & construction, licensing, conflict resolution, marketing and advertising program roll-outs; as well as working with advisory boards on developing and executing strategic initiatives.

Part of the initial team with Jiffy Lube International ("Jiffy Lube"), when company's system and seven (7) locations were acquired from its originator. Jiffy Lube is recognized today as one of America's largest automotive service chains. Under a Board-directed personal development plan, was materially involved in all divisions [Franchising, Operations, Purchasing, Real Estate Development & Finance] during Jiffy Lube's evolution, and its ascension to the top of the automotive services industry. During his years with Jiffy Lube, was instrumental in growing the Company into over 1,000 units until its sale to a major oil company, which today operates 2,000 units and generates billions of dollars in system revenues.

Key attributes include: (1) effective leadership skills that engage all stakeholders to work within a collaborative culture to achieve a well-articulated vision; (2) a management style that insists on transparency and integrity at all levels; (3) a competitive mindset that demands exceptional performance and a culture of tough mindedness and accountability, yet embraces humility and passion; (4) provide system-wide leadership thru organizational empowerment and shared ownership of the results.

Together with his wife Cynthia, has advocated for the welfare and treatment of the mentally ill for over a decade. Ed has provided testimony for supporting change in the Mental Health System in the State of Maryland; while his wife Cynthia has served on the Board of Directors for three (3) Mental Health Advocacy Boards: NAMI Maryland; Mental Health America – Maryland; and NAMI Howard County (MD). Ed & Cynthia have raised money for causes supporting improving the lives of the mentally ill and the families of the mentally ill. Ed's wife Cynthia, and their oldest son, Nicholas, have taught NAMI 'Family to Family' classes, providing education, support and hope to the families of the mentally ill.

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BGR Franchising, LLC

CURRENT

- Recruited as CEO/Partner
- Company operates and franchises BGR the Burger Joint Restaurants in eight (8) states and Washington D.C.

DigitalSports, Inc. - Community Sports Media Company

- Recruited as CEO for Struggling Operation
- Developed into National Organization w/ 4,000 Schools

The Structure Group – Turn Around/Restructuring Specialists

- Founding Co-Partner
- Worked with Public and Privately Held Companies Providing Advisory Services and/or Interim Leadership
- Became CEO of Client – DigitalSports, Inc.

Jiffy Lube International, Inc. - National and International Organization

- Part of Original Team – Led System Development from Start-Up to over 1,000 Units
- System Currently Generates \$2.5 Billion in Revenue
- Positions held include: Board, CFO, Executive Vice President, President - Finance Company, President - North America Development, Eastern Region Vice President, VP Operations

WJ Hindman & Associates - Nursing Home Developer & Operator

- Administrator - Chapel Hill Convalescent Home
- Interim Director - Clinton Retirement Village
- Development of New Nursing Home Centers

OTHER

- Advocate for Mental Health Industry
- Youth Sports Coaching and Youth Sports Organization Boards
- Board of Directors – Baltimore Chapter of the National Football Foundation
- Multiple Boards - Profit and Non-Profit
- Final Ballot 2012 College Football Hall of Fame; Two Time All American - College Football
- Public Speaker - Conventions, Award Ceremonies, Capital Raise 'Road Shows'

PERSONAL

- Married with 3 Children
- Resides in Ellicott City, Maryland

EDUCATION

- BA Hampden Sydney College (VA)
- Executive MBA - Loyola College (MD)
- Two Time First Team All American – Football - Hampden Sydney College