

R. BRAD MOREHEAD

LiveWatch Security, LLC



EXPERIENCE

LiveWatch Security, Evanston, IL

Chief Executive Officer

July 2010 – Present

- Founded and led LiveWatch Security to revolutionize the home security industry using online direct sales and marketing business model throughout all 50 states and 8 countries.
- Achieved estimated investor IRR of 70% with a 10x cash on cash return in just over four years by growing RMR more than 1,200% from 2010-2014.
- Developed and led executive team across three states growing employee base from 15 people to over 120 within three years.
- #1 DIY Home Security Company (2014), Inc. 5000 and #1 Wireless Home Security company in America (2012).
- Fastest Growing National Home Security Company in America (2011 Interlogix Award).
- Best eCommerce Customer Service in America (2011 & 2012).
- Completed two acquisitions to form the business platform.
- Created national direct response television and radio campaign that increased lead volume an additional 30-50% while maintaining current CPL and CPA.
- Developed ASAPer (As Soon As Possible Emergency Response System) which received two US patents (US Patents: 8,754,763 and 8,896,436) and increased average RMR for existing subscribers by more than 10% with 92% adoption.

Kellogg School of Management and McCormick School of Engineering, Northwestern University, Evanston, IL

Adjunct Clinical Professor and Lecturer of Finance

January 2014 – Present

- Appointed Lecturer of Finance as an Adjunct Clinical Professor of Entrepreneurship for the Kellogg School of Management, one of the top 10 business schools in the world (part-time, one quarter per year).
- Appointed Adjunct Clinical Professor of Entrepreneurship at the McCormick School of Engineering (part-time, one quarter per year).

Feldco Factory Direct, Chicago, IL

Chief Financial Officer

December 2004 – July 2010

- Led finance, accounting and operations for fast-growing, entrepreneurial marketing, sales and distribution for company in the home improvement sector.
- Managed approximately 50 dealer-style/sub-contractor companies with at least 2-6 employees per company across multiple states to achieve approximately 20% CAGR in the home improvement sector through the “Great Recession”
- Developed and executed market expansion strategy to open new locations.
- Implemented improved compensation and incentive plans.
- Led team of more than 100 employees, contractors and partners throughout three states.
- Initially hired as Director of Business Development and then promoted to CFO

Amyntas Capital, Chicago, IL

Board Member

January 2010 – Present

- Developed and helped start spinoff consumer finance operation from Feldco.
- Initiated more than \$6MM in consumer loans.
- Achieved profitability within two years
- Average FICO score of 784 through 2013

Friedman Fleischer & Lowe, San Francisco, CA

Associate

August 2000 – June 2003

- Worked in a small team to invest the firm’s first fund in select leveraged buyout or other high-return equity investment opportunities.

- Coordinated teams of colleagues, lawyers, accountants, senior management, bankers and consultants to facilitate the investment process.
- Managed finance operations of a portfolio company during 3-month CFO transition and turnaround period.
- Developed financial and investment-return models for various equity investment strategies and opportunities.

Transaction Experience

- Korn/Ferry International: \$50 million preferred stock and debt investment in executive recruiting firm (public company PIPE)
- MontpelierRe: \$850 million initial equity financing for a new Bermuda-based reinsurer
- CapitalSource: \$540 million syndicated Series A financing; largest Series A financing in history, at the time
- Advanced Career Technologies: \$4 million recapitalization

Goldman, Sachs & Co., New York, NY

Financial Analyst

July 1998 – July 2000

- Developed financial models for mergers, acquisitions, and financing alternatives.
- Performed valuation of public and private entities through comparable company, comparable transaction and discounted cash flow analyses.
- Participated in presentations, due diligence and SEC registered offerings with senior management.
- Prepared analysis and presented offering memorandums to internal commitment committees.

Transaction Experience

- State Street Corporation: \$1.4 billion divestiture of company's commercial banking business
- The Guarantee Life Insurance Companies: \$320 million sale of company
- Servus Financial Corporation: \$225 million sale of student loan company
- Concord EFS: \$1.2 billion co-lead managed follow-on equity offering for \$6 billion transaction processing company
- Move.com: announced IPO of tracking stock for Cendant's online real estate subsidiary

Donaldson, Lufkin & Jenrette (now CSFB), Chicago, IL

Financial Analyst

May 1997 – August 1997

- Worked on various M&A, debt placement, and public offering projects. Tasks included comparable company analysis, cash flow modeling, due diligence, pitch books and information memorandums.

Transaction Experience

- ITI Marketing Services: \$155 million sale of telemarketing company

EDUCATION

Kellogg School of Management, Northwestern University, Evanston, IL

September 2003 – June 2005

- Master of Business Administration; MORS and Entrepreneurship Major, graduated with Highest Distinction
- GPA: 3.96/4.00,
- MORS Organizational Behavior Student of the Year
- Kellogg Entrepreneurship Elevator Pitch Competition Winner

Indiana University, Bloomington, IN

August 1994 – May 1998

- Bachelor of Science in Business Administration; Finance Major, graduated with High Distinction
- GPA: 3.8/4.0
- Teaching Assistant – E201 Microeconomics and E202 Macroeconomics
- Series 62 certified (1998)

ACTIVITIES & INTERESTS

- Young Presidents' Organization – YPO: Windy City Chapter Officer (2012-2013)
- Techstars – Startup Investor and Entrepreneurship Mentor
- Excelerate Labs – Mentor
- Farley Center for Entrepreneurship, McCormick School of Engineering, Northwestern University – Board Member
- Guest Speaker and Lecturer: Northwestern University – McCormick School of Engineering and Kellogg School of Management, Haas School of Business – University of California-Berkeley, DePaul University
- Wildcat Angels – Founding Board Member
- Leadership SF (SF Chamber of Commerce) – A one-year leadership training academy devoted to developing community trustees

- *The Price is Right* – Contestant
- Running (Completed Rocket City Marathon in under four hours), Triathlons (Alcatraz, *et. al.*) and Skiing

UNDERGRADUATE ACTIVITIES

- President, Phi Gamma Delta – Elected by over 100 peers to manage the house's activities while setting a strategic direction toward its long-term goals. Administered a budget of over \$500,000.
 - IU Varsity Football (1994) – Successfully walked on to the Indiana University Varsity Football Team.
 - *Wheel of Fortune*, College Week Contestant – Represented Indiana University.
 - Other Selected Activities and Honor Societies – Golden Key Honor Society, Order of Omega Honor Society, National Merit Finalist, Campus Tour Guide, Dean's Advisory Committee and Chairman-IU Dance Marathon
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