

# KEVIN LAVAN

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## KEYWORDS

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**Who:** C-Level Finance Exec

**What:** CFO, Chief Accounting Officer, Controller, Sarbanes-Oxley, SEC, IT, IR, Internet/Digital, Board of Directors, CPA

**Where:** IMG, Viacom, MTV Networks, Young & Rubicam, Wunderman, Crispin Porter + Bogusky, LivePerson, PWC, etc.

**Why:** Excellent writer, effective project manager, encouraging mentor, entrepreneur

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## BOARD EXPERIENCE

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**LIVEPERSON** ([www.liveperson.com](http://www.liveperson.com)) 1998 - Present

*Board of Directors; Chairman of Audit Committee*

- Original member of Board of Advisors 1998; assisted with strategic direction
  - Elected to Board of Directors in 2000 when the Company went public (Nasdaq: LPSN). Chairman of Audit Committee and designated Financial Expert as required by Sarbanes-Oxley. Lead the Board review of 10-K, 10-Q and other SEC reporting.
  - LivePerson is an early dotcom survivor. With the assistance of the Board, Management has fostered the evolution of LivePerson from a click-to-chat web sales tool to a full-service customer service/customer conversion suite of ecommerce software and services, accomplished through internal development and strategic acquisitions.
  - Worked with Management hands-on to assess and enhance internal controls to achieve clean SOX 302 and SOX 404 reporting since 2004.
  - LivePerson now a global Company with 800+ employees, observing over 2 billion customer website visits per month.
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## JOB HISTORY

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**AUTOCLEAR** ([www.autoclear.com](http://www.autoclear.com)) 2016 – present

*CFO*

- Forensic reconstruction of historical financial info
- Revive financial and operational processes, reporting and systems
- Manage cash flow and financial resources

## **IMG ([www.img.com](http://www.img.com)) 2010 – 2014**

### *SVP Controller*

- Brought on to clean up financial policies, processes and controls to prepare the Company for sale
- Accelerated annual audit close by over one month, with significant reduction in audit issues
- Managed IT upgrades in infrastructure and functionality
- Chaired the Digital Roundtable; sponsored/supported investments in Campus Insiders ([www.campusinsiders.com](http://www.campusinsiders.com)), Sports New Media ([www.sportsnewmedia.com](http://www.sportsnewmedia.com)) and Catalyst ([www.catalystimg.com](http://www.catalystimg.com)) to enhance IMG's digital capabilities and inventory.
- Supported effort resulting in sale of IMG to Silver Lake/WME.

## **PARADYSZ ([www.paradysz.com](http://www.paradysz.com)) 2008 – 2010**

### *CFO, Member of Executive Board*

- Implemented new system to unify financial and operations reporting on one platform
- Reformed budget and forecasting process and reporting
- Introduced new banking and auditor relationships
- Supported HR initiatives for new health plans, mentor programs and idea gathering

## **MDC PARTNERS (<http://www.mdc-partners.com>) 2004 - 2007**

### *Crispin Porter + Bogusky*

#### *Consultant/ Agency CFO 2004 - 2005*

- Original consulting mission was to complete 3<sup>rd</sup> Quarter close and establish and test baseline controls for SOX 302 testing.
- Hired new Controller and Assistant Controller; established roles to facilitate proper review and controls
- Accepted assignment to become CFO March 2005; managed Finance and IT; re-implemented Finance/workflow system to establish/automate controls and procedures throughout the operations
- Decided not to move to Miami from New Jersey; hired a CFO and left on my one-year anniversary.

## **MargeotesFertittaPowell**

### *CFO 2006 – 2007*

- Managed Finance and IT.
- Completed new Finance/workflow systems implementation (MediaPlex).

## **GREY TEAM 2003**

### *Due Diligence Team Member 2003*

- Part of a team led by Mike Dolan, working with KKR and Hellman & Freidman, which mounted a bid for Grey Advertising; would have taken the role of Controller and Chief Accounting Officer. Ultimately we were outbid by WPP. Summer/Fall 2003.

## **NOWMARKETING 2001 - 2002**

*Co-Founder, President/COO*

- Co-founder, President/COO of marketing firm; invented, developed and implemented a system using an abbreviated dial code (#NOW) on cell phones, combined with voice recognition and email, to facilitate consumer responses to offline advertising and promotions.
- Part of team which raised approximately \$3.0 million from Elbit (Israeli investor) to support launch of #NOW service and introduce/support other Elbit technologies in the US.
- Worked with PWC and Harris Interactive to research consumer preferences and develop relationships with major US cellular carriers. Negotiated deals with individual cell carriers to create a network for our #669 (#NOW) code. Worked with NBC and Microsoft to launch #NOW in support of Olympic promotion.
- Elbit acquired/dissolved by parent company 2002. Without source of funding, the NowMarketing service was shut down and other Elbit-owned assets sold to 24/7 Media in September 2002.

## **YOUNG & RUBICAM INC. ([www.yr.com](http://www.yr.com)) 1997 - 2000**

**Y&R Corporate**

*SVP Finance/Investor Relations 1997 - 1999*

- Hired as SVP Finance to revamp internal management reporting to sync with GAAP external reporting, replace/upgrade worldwide financial staff as required and prepare Company to go public in 1999.
- Admitted to Partnership Board 1997.
- Established budget and forecasting procedures and established open communications with division CFOs to create a “no surprises” financial reporting environment.
- Attended Board Meetings to give update on progress towards IPO; frequent meetings/discussions with Hellman & Freidman, our major pre-IPO investors.
- Participated in selection of investment bankers for IPO. Active in preparing the IPO presentations, selecting the work to be shown, etc. Member of IPO road show team along with CEO and CFO. Y&R went public ahead of original timetable, in May 1998.
- Led investor relations; worked with analysts, fund managers, presented at conferences, etc., while overseeing all accounting and planning functions. Authored quarterly earnings releases.
- Participated in two subsequent successful road shows for secondary offerings.
- Principal author of financial sections of Y&R’s annual report and quarterly/annual SEC reports.

## **Wunderman Cato Johnson**

*EVP 1999 – 2000*

- Promoted to EVP Wunderman, direct marketing arm of Y&R, in 1999.
- Led acquisition of KnowledgeBase Marketing and studied other acquisitions/investments in the digital marketing space. Formed partnerships and/or JVs with niche technology providers.
- Y&R acquired by WPP in October 2000

## **VIACOM ([www.viacom.com](http://www.viacom.com)) 1984 – 1996**

### **MTV Networks**

#### ***SVP, Chief Financial Officer, Chief Information Officer 1995 - 1996***

- **Member of MTV Networks' Strategy Group, with channel presidents and other senior managers. Reviewed operating results and developed short and long-term operating and investment strategies.**
- **Member of the MTV Europe Board and Nickelodeon International Board. Reviewed budgets, monitored operating results, approved new international investments.**
- **Restructured the IT organization, reducing the professional staff by over 40%. Realigned staff according to functional skills and experience, rather than by channel. Set new standards for approving development projects. Enforced capital spending approval policies.**
- **Introduced Internet technology to MTV Networks through Emerging Technologies staff. Influenced content strategies for mtv.com. Coordinated study to set staffing and investment levels for all of MTV Networks' online products.**
- **Responsible for consolidation and reporting of MTV Networks worldwide operations, including MTV, Nickelodeon, VH1, Comedy Central, MTV Europe, MTV Latino, etc. Controlled budget and forecasting process; open communications with the field CFOs created "no surprises" environment.**

### **Viacom Corporate**

#### ***Corporate Controller, Chief Accounting Officer 1987 - 1994***

- **Promoted to Vice President, 1988; promoted to Senior Vice President, 1993.**
- **Key member of due diligence team for all acquisitions, including MTV Networks, Paramount, Simon & Schuster, Madison Square Garden, Blockbuster and Spelling Entertainment. Set successful strategy for favorable acquisition accounting; engineered approval by banks, outside auditors and SEC.**
- **Member of Viacom's Operations Committee, with heads of divisions and other corporate officers 1988 - 1994. Regular (usually weekly) meetings to share information and discuss strategy. The Operations Committee was generally invited to attend Board Meetings. Prepared monthly Operations Committee Book, which summarized the results of operations versus budget/forecast for all Viacom operations – regularly asked to present the financial results to the Board (shared duty with CFO and Treasurer).**
- **Principal author of financial sections of Viacom's annual report and quarterly/annual SEC reports. Reviewed external reporting documents (10-Qs, 10-Ks, Earnings Releases) with Audit Committee.**
- **Substantial experience with public equity and debt offerings, bank loans and covenant compliance. Monitored and managed cash flow and earnings performance under tight covenant constraints. Important member of team dealing with banks and investment bankers which completely and successfully restructured Viacom's capital from the time of the LBO by Sumner Redstone in 1987.**
- **Member of IT Steering Committee. One of the founding fathers of Project Vision (1990 – 1992), transferring all company systems from mainframe to AS400 computers. Assembled Corporate Emerging Technologies staff, which developed applications for interactive television and digital music transmission, and which supported Viacom's initial internet efforts. Led effort to convert Showtime, MTV Networks, Viacom Enterprises and Viacom Corporate to JDE software.**
- **Co-producer of the Electronic Café television event, hosted by Mike O'Malley, and featuring a bi-coastal performance by Graham Nash and his band linked through telephone lines to appear as if they were playing together in one venue (1993).**
- **Revamped budget and forecasting procedures and established open communications with division CFOs to create a "no surprises" financial reporting environment. Succeeded in creating this same, effective connection with acquired companies (MTV Networks, Paramount, Blockbuster, etc.)**
- **Managed the worldwide relationship with outside auditors, Price Waterhouse 1986 - 1994.**

- Participated in successful launch of Viacom Pictures (which evolved into Showtime Original Movies) as CFO. Controlled all financial functions and arranged for financing. Worked with operating management to formulate and execute both internal (Showtime and Viacom TV syndication) and external strategies for exploitation of the product.
- Launched “Project Read My Lips” to re-assess tax strategies after the Paramount acquisition. New strategies positioned Viacom to save between \$100MM and \$200MM in taxes (principally state and foreign) versus pre-project position.
- Day-to-day responsibility for accounting support functions (G/L, A/P, Payroll, etc.), SEC and external reporting, taxes, Corporate IT and policies and procedures.
- Authored Viacom’s quarterly earnings press release 1985 - 1994. Survived the review sessions with Mr. Redstone, who preferred all good news, all the time.
- Wrote and performed approximately 15 song parodies (1987 – 1994) to commemorate major corporate events, including “ Sixteen Percent” (to Sixteen Tons), “Ghost Bankers in the Sky” and “Sumner Road” (to Thunder Road).

*Assistant Corporate Controller 1984-1987*

- Day-to-day responsibility for SEC, external reporting, financial planning and budgeting
- Introduced PC’s and financial modeling to planning and reporting functions

**WORLD COURIER** (<http://www.worldcourier.com>) 1980-1984

*Director of Research 1983-1984*

- Authored comprehensive marketing plan
- Designed and implemented 401K plan
- Developed and sold new services for banks and exporters
- Created information system which led to many improvements and efficiencies in operations

*Controller 1980-1983*

- Successfully brought all accounting and operating systems in house on IBM System 38 computer
- Instituted budgeting disciplines

**COOPERS & LYBRAND** ([www.pwc.com](http://www.pwc.com)) 1974-1980

*New York Office Audit Staff 1974-1980*

- Principally worked on one Fortune 100 manufacturing and consumer goods client
- Steadily promoted; passed CPA exam
- Revamped many audit procedures to include computer testing
- Started NY Office intramural basketball league; shortstop for 1977 Central Park Champion Softball team

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## EDUCATION

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### MANHATTAN COLLEGE ([www.manhattan.edu](http://www.manhattan.edu))

- **B.S. Quantitative Analysis (with double major in Accounting) 1974**
  - **Work-study job in business school computer center 1971-1974; in charge of center senior year.**
  - **Elected Outstanding Senior of Business School, 1974**
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## PERSONAL INFO

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- **Married 39 years, three adult boys.**
- **Was an active parent (basketball coach, soccer coach, talent show coordinator, PTO, etc.) when my kids were young enough to want me around.**
- **Own the lead role in my Jersey Shore town's Christmas in July celebration**
- **Enjoy music, sports, photography and digital stuff**