

BRUCE BENT II

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ENTREPRENEURIAL SENIOR MANAGEMENT EXECUTIVE

Accomplished, results-oriented CEO with expertise and resources to make immediate impact and navigate organizations through diverse challenges. Strong entrepreneurial and large enterprise leadership skills—building new businesses and cutting edge operations to meet broad-based business, financial and market demands. Extensive experience in and knowledge of financial markets, technologies and intellectual property. Quickly pinpoints and seizes opportunities to drive enhanced growth, profit, and competitive edge. Provides visionary leadership drawing upon established knowledge of multifaceted aspects of business. Skilled in general management, P&L, financial services, business development, start-ups, profitability, corporate reorganization, sales and marketing, and operations. Versatile strategist who utilizes consultative approach to assess critical needs and business requirements to tailor optimal solutions—conclusively meeting strategic goals and delivering concrete results.

CORE COMPETENCIES

**Operations & Risk Management • Turnaround & Start-Up Leadership • Large Enterprise Leadership
Strategic Planning • P&L • Budgeting • Business Development • Cost/Benefit Analysis • Audits
Financial Analysis • Expense Control • Cost Reduction • Internal Controls • Intellectual Property • Patents
Crisis Management • Issue Resolution • Project & Change Management • Restructuring • Negotiations
Distribution • Outsourcing • QA/QC • Account & Territory Management • Market Analysis
Needs Assessment • Product Development & Marketing • Branding • Forecasting • Public Relations
Sales Cycle Management • Strategic Partnerships & Alliances • Process Improvement
Operational Streamlining • Software Development • Client Relations • Customer Service • Vendor Relations
Recruiting • Staff Management • Team Building & Leadership • Training & Development
Policy Development • Benefits/Compensation • International Business • Consulting**

EXPERIENCE

DOUBLE ROCK CORPORATION / RESERVE MANAGEMENT CORPORATION, New York, NY 1991-Present
Financial services and financial technologies holding company.

CEO, Vice Chairman and President

Spearheaded all operations and served as senior executive to all corporate subsidiaries including Island Intellectual Property LLC, Access Control Advantage LLC, LIDs Capital LLC, Intrasweep LLC, Demand Deposit Marketplace LLC, Landing Rock Group LLC, Stable Custody Group and Retirement Systems Data LLC. Took lead role in strategic planning, business decision-making, financial/operating performance, and product innovation. Established business and organizational objectives and ambitious vision for growth. Implemented tangible operating goals and clear accountability metrics to build high-performance organization and maximize revenue and profit. Held P&L responsibility and contributed direct management oversight to build out functional disciplines and operations during period of restructuring, growth and expansion. Managed as direct reports departments including Legal, Sales, Marketing, Public Relations, Operations, Portfolio, IT, Accounting and HR. Served on board of trustees of money market and stock mutual funds.

Achievements:

- Managed spectacular growth of world's largest privately-held money market institution—offering second biggest money market fund globally—prior to financial crisis of 2008.
- Garnered recognition as creator of series of innovative short-term asset management, cash and cash-related solutions for broker-dealer, bank, qualified plan and retail markets.
- Converted overstuffed operation with declining revenues and shrinking margins into client-focused, high-performance company through meticulous analysis and targeted implementation of operating strategy focused on restructuring, expense control and rigorous cost reduction.
- Gained tremendous market share and countered increase in competition and shrinking margins of original core money fund business through creation of new product lines with significantly greater margins and establishment of supplementary distribution channels.

DOUBLE ROCK CORPORATION / RESERVE MANAGEMENT CORPORATION (continued)

- Helped transform FDIC-insured cash management landscape into current \$1TN+ industry through contribution of patented technologies.
- Developed and registered more than 30 privately-held industry-related patents as named inventor.
- Increased annualized revenue from to \$155M in 2008 from \$20M in 1991 and annualized EBITDA to \$90M from \$1M over same 17-year period.
- Led 300 employees at organizational peak in 2008 and promoted participative, team-oriented environment for senior management team and employees.
- Implemented successful financial planning division.
- Acted as active Co-CEO of money funds which peaked at \$100B AUM, and served in role as trustee.
- Enhanced communication, transparency and accountability via implementation of annual meetings with entire staff to present business plans, track past progress and actively address open questions.
- Navigated seamless liquidation of money fund products and \$30B in assets following Lehman Brothers bankruptcy—successfully returning 99 cents on dollar of original investment to holders of Reserve Primary Fund and 100 cents on dollar for all other money funds.
- Developed stock mutual fund product line (Reserve Private Equity Series, later Hallmark Funds) using sub-advisors; reached approximately \$100M AUM.
- Quoted in multiple publications including Wall Street Journal, Financial Times and New York Times, and as patent subject matter expert on back cover of [The Corporate Insider's Guide to U.S. Patent Practice](#).
- Featured in book [Leadership Secrets of the World's Most Successful CEOs](#).

ADDITIONAL EXPERIENCE

B2 CONSULTING, LLC, Manhasset, NY
Patent consulting services firm.

Owner / Founder

Provide consulting expertise related to intellectual property and development of business method patents.

Achievements:

- Sought after due to established reputation as acknowledged pioneer and subject matter expert in banking, asset management and business method patent arenas.

EDUCATION

Bachelor of Science—Philosophy; Northeastern University, Boston, MA