



Paul Rousseau

Why does the candidate wish to be a NAMC Board Member?

Candidate is a NAMC member and I remain a member because I believe in the positions and values that NAMC advocates. The organization has been a resource in commercial business connectivity and we try to reciprocate to other emerging businesses.

Why would the candidate be an asset to NAMC by serving on the Board?

25+ years of experience in public accounting, consulting & Fortune 500 experience, w/ cross functional experience in finance, accounting, marketing, strategic planning & acquisitions. Real work experiences & working knowledge to be a guide to others

What does the candidate want to accomplish during his/her two-year term?

Support educational platforms for small & emerging businesses, to include financial profitability, leverage, solvency & liquidity, as well as promoting pillars to prepare successful bids. Group think bonding and working capital solutions.

BIOGRAPHY

Real Estate Construction/Development/Finance

An accomplished and Certified Public Accountant with a robust experience of more than 20 years in delivering optimal results & business value in high-growth environments and establishing key relationships with business segments nationally. Experience of working in public accounting, consulting, and private industry, at Fortune 500, small and mid-sized companies. Skilled in financial analysis and planning, finance, accounting, strategic planning, investments, taxation, managing relationship building, contract negotiations, and customer relations across real estate and construction development, professional services, manufacturing, technology, telecommunications, leasing, and brokerage industries. As a thought-leader, Mr. Rousseau leverages his construction, finance, pricing, deal structuring, and market research to conceptualize, structure and deliver solutions, considering stakeholders and project challenges.

Past and present real estate experience consists of construction, development, leasing and investment sales. Construction experience includes asphalt paving, ground-up construction, and rehabs. Development experience includes site identification, underwriting, market research & analysis, project conceptualization, master plan and stakeholder considerations, LIHTCs, deal structuring and packing, due diligence, and stakeholder reporting across multifamily, office, medical office, residential, and retail property types. Leasing and investment sales experience include office, retail, mixed-use and multi-family property types.

Prior work experiences have included advising on reorganizations and asset transfers; establishment of tax credit practice areas; budgeting, forecasting, and accounting & reporting for companies; marketing research, marketing analysis & forecasting; tax planning and compliance; asset deployment and utilization forecasting and reporting; oversight of financial statement preparation and footnote disclosure; operations assessment, business modeling and strategic planning; small business analysis, growth planning, employee assessments and technology integration.

Skill Areas: Project Conceptualization ♦ Site Selection ♦ Acquisitions & Development ♦ Leasing & Negotiation ♦ Affordable Housing, LIHTCs ♦ Construction Accounting ♦ Strategic Planning ♦ Budgeting ♦ Financial & Market Analysis ♦ Business Modeling & Underwriting ♦ Deal Structuring & Valuation ♦ Taxation ♦ Accounting & Reporting M/E & Y/E ♦ P & L Management ♦ Cross Function Team Leadership ♦ Client Relationship Management ♦ Team Management ♦ Competitive Analysis ♦ Training ♦ Problem-Solving ♦ Strong Interpersonal Skills ♦ Analytical Skills ♦ Communication Skills

PROFESSIONAL EXPERIENCE

LORI'S TRANSPORTATION & EXCAVATION DBA LORI'S PAVING, USA – ATLANTA, GA

An asset-based asphalt paving and concrete streetscapes company.

Chief Executive Officer (June 2021 – Present)

- Developing strategic plans for company and monitoring business activities to ensure they produce the desired results and are consistent with the overall strategy and mission.
- Identifying revenue growth and cost management measures to improve the operations and financial performance of the company.
- Monitoring the organization's KPIs, and managing the financial state, capital and cash flow priorities.
- Ensure marketing and branding are clear and relevant, and assessing effectiveness of those efforts, across mediums, markets and service lines.
- Oversight of Accounting & Reporting, Finance, Contracting, Human Resources, Marketing and Technology.
- Coaching and developing senior leaders, strengthening their skills, leadership abilities, business acumen and effectiveness.