

JOHN H. BERTA, C.P.A.

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BUSINESS EXECUTIVE • ENTREPRENEUR • INVESTOR

Executive Profile Results-driven leader with sharp business savvy and 30+ years experience in developing and leading a broad range of business organizations. Owner and managing partner of a multiple-office CPA firm located in the southeastern United States. Strong abilities in launching new businesses, developing new business units, expanding growth cycles and reinventing slow-growth business units. President of an international marketing company with market penetration in the United States, Japan, South Korea, Hong Kong, Taiwan and Canada, with continued international expansion planned.

Areas of Expertise

- Certified Public Accountant
 - Licensed Mortgage Broker
 - Licensed Real Estate Broker
 - Real Estate Contracting, Building and Development
 - Decision Making and Problem Solving
 - Relationship and Team Building
 - Strategic Planning
 - Negotiations and Deal Closing
 - Financial Analysis, Budgeting and Forecasting
 - Among Top 1% in Direct Selling Industry
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Highlights of Accomplishments

John H. Berta C.P.A.

- Intimately involved in building contracts of all sizes, including ventures in excess of \$100 million.
- Negotiated and closed land deals in excess of \$500 million over a 10-year period.
- Simultaneously led multiple development projects valued at \$500 million.
- Expanded client base 1,000 percent within 10 years.
- Developed strategic plan for firm and oversaw all operational areas.

Rexall Showcase International

- Named the 1999 Most Valuable Leader for Rexall Showcase International's 100,000-person sales force in recognition of ability to drive key business metrics and coach sales force.
 - Built independent distributorship with Rexall Showcase International from ground up, reaching \$30 million in annual volume within eight years.
 - Consistently have grown business volume by more than double digits annually.
 - Led international expansion into Japan, Hong Kong, Taiwan, South Korea, Mexico and Canada.
 - Championed development of an Internet-based business model that increased key business metrics by double digits. Business model named #1 in the industry by Salomon Smith Barney.
 - Participated on a five-person task force that overhauled the company's compensation plan.
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References

Business and personal references -- including long-term relationships in excess of 15 years -- available upon request.