



Louis J. Desiderio
Relationship Manager,
Profitability and Liquidity Advisor,
Chief Financial Officer

Throughout his 20 year career Lou has provided insightful financial and operational leadership, setting and executing business strategies, and ensuring focus, discipline and structure for decision support and transaction execution.

At Real Estate Strategies Corporation, Lou's primary focus is to advise the Company's clients on identification and assessment of opportunities to realize improved profitability and liquidity, through effective utilization of their corporate real estate assets and obligations. Lou's keen analytical sense and problem solving abilities enable him to identify alternate real estate transaction structures designed to enhance corporate operating and financial performance.

Lou also serves as Chief Financial Officer for Real Estate Strategies Corporation, working closely with the CEO and executive management, providing operational and financial leadership in establishing and executing the Company's strategic business development and growth initiatives.

Prior to joining Real Estate Strategies Corporation, Lou was the senior operating and financial executive of public and private, international, technology and professional services businesses. He has extensive experience in improving profitability, strategic planning and business development, raising capital, M&A and due diligence, budgeting, SEC and management reporting, cash and asset management, information technology and risk management. Lou's significant accomplishments include:

- Leading the IPO and subsequent sale of a facility management software and services company, including negotiating, structuring and integrating two company acquisitions.
- Renegotiating the corporate headquarters lease of an enterprise software company, freeing up \$1.5 million in hidden liquidity during the initial 2 years and \$2.5 million over the life of the lease.
- Leading and directing the \$21 million financing and acquisition transaction for an enterprise software company, with an \$11 billion global private equity firm.
- Negotiating and managing the divestiture of a \$10 million product line with negative cash flow, and eliminating \$11 million in debt.
- Successfully securing \$9 million in venture and bank financing for a global security management software company.

Lou has written articles for *Business, Profits and Strategy*, Real Estate Strategies Corporation's monthly online publication read by thousands of finance, business and real estate executives internationally, and has contributed to [The CFO's Guide To Understanding Corporate Real Estate Transactions](#).

Professional Credentials and Education

- Chief Financial Officer, netForensics, Inc.
- Executive Vice President and Chief Financial Officer, Princeton Softech, Inc.
- Sr. Vice President Corporate Development and CFO, KSM Associates, Inc.
- Vice President and Chief Financial Officer, Innovative Tech Systems, Inc.
- Controller, Custom Underwriting Division, Reliance Insurance Company
- Manager, Emerging Business Services Group, Coopers & Lybrand LLP
- Bachelor of Science in Commerce, Rider University
- Board Member, New Jersey Chapter, Financial Executives International
- Member, Financial Executives International
- Member, American Institute of Certified Public Accountants
- Member, Pennsylvania Institute of Certified Public Accountants
- Real Estate Salesperson, State of New Jersey

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