



Jimmy Cerveaux

CFO at Eastern Dental

Jimmy Cerveaux is a successful entrepreneur and C-suite executive. He started his journey in financial consulting and investment banking. He achieved major milestones and accomplishments throughout his distinguished career. He is the co-founder and former CEO of Unicity Healthcare, a leading Home Health Care and Care Management company in New Jersey, New York, and Florida.

Jimmy successfully exited Unicity Healthcare in 2016 and stayed on as a Strategic Advisor to the company's Executive Committee for one year. Since then, Jimmy has been working with private equity firms as a finance executive and operating partner in their portfolio companies.

His expertise lies in private equity mid-cap portfolio companies focused on healthcare, executive management and leadership, growth equity, company turnarounds, mergers and acquisitions, investors, lenders, and board relations.

Throughout his career, Jimmy has gained respect from his peers in healthcare and the finance community for his ability to be a strategic thinker and for his proven track record of successful execution.

Known for his laser-like focus and impatience for results, his favorite quote is: "Execution trumps talent, all day."

His Early Career

Jimmy began his career with British American Tobacco, which was based in Paris, France, as an internal auditor reporting directly to the chief financial officer. From there, Jimmy joined Ernst & Young (EY) in Paris, where the executive management identified him as the leader of strategic projects for the firm with high-level politicians, investment bankers, and entrepreneurs. His tenure with EY was successful, with four promotions in three years. He served as a Senior Financial Consultant in Transaction Advisory Services. Jimmy performed financial due diligence in buy-and-sell mid-cap transactions (targets with \$10 to 300 million in revenue in diverse sectors) for corporate and private equity clients.

Following EY, Jimmy served as Senior Equity Analyst for a leading investment bank in the Middle East based out of Dubai and Kuwait, where he was promoted twice in less than two years. He managed the equity analysis team, designing and updating complex financial and valuation models for listed companies in multiple sectors. He regularly met with leading companies' upper management to enhance the quality of assumptions and discuss corporate strategy.

Jimmy's Success with Unicity Healthcare

Jimmy Cerveaux came to the United States and co-founded Unicity Healthcare in 2009. He desired to dramatically improve the healthcare industry's quality of care and professionalism. He grew Unicity into a highly successful, multi-million dollar business in three states.

As co-founder and CFO, Jimmy was responsible for the company's ability to scale through standardization and implementation of critical operational processes, procedures, controls, and KPIs. This facilitated Unicity's expansion to six branches. Jimmy built the Finance department, managed the company's rapid growth financing, and initiated disciplined and tight cash management controls, resulting in no working capital requirement from external sources from year two of the organization.

In 2012, Jimmy took over as CEO of Unicity, taking responsibility for full P&L leadership, overseeing the 300-plus full-time employees in over six branches. During his five-year tenure as CEO, Jimmy continuously improved the top line and the company's profitability. He also initiated aggressive and targeted marketing strategies to improve customer retention, which resulted in multi-million dollar agreements with hospitals, nursing homes, and assisted living facilities.

While at the helm of Unicity, Jimmy created the first Alzheimer's Week in Ridgewood, New Jersey. It was an opportunity for him to give back to the community and raise awareness of this terrible, life-changing disease for individuals and their loved ones. He also organized countless events for the elderly and their families in assisted living facilities.

Life After "Retirement"

Jimmy Cerveaux has continued to stay very active after the sale of Unicity to private investors. Most recently, he served as the Chief Financial Officer and Strategic Partner to the CEO and Board of Directors of Eastern Dental,

a dental service organization in New Jersey. The firm's private equity sponsor is Staple Street Capital. Jimmy was responsible for full P&L (profit and loss), BL (balance sheet), and CF (cashflow) leadership, overseeing the Finance and IT function. He reengineered the company's Finance department with new hires, processes, and systems.

Prior to his work at Eastern Dental, Jimmy served as CFO and Strategic Partner to the President and Board of Directors at CDX Diagnostics, a healthcare technology, cancer prevention, and artificial intelligence company in Suffern, New York. The company's private equity sponsor was Galen Partners. As CFO, Jimmy was responsible for full P&L (profit and loss), BL (balance sheet), and CF (cashflow) leadership.

As with Eastern Dental, Jimmy's reengineered the Finance Department in terms of people, processes, and systems. He leveraged analytics to create KPIs and report to management, the board, and Galen Partners. Jimmy handled investor, lender, and board of directors relations. He completed three rounds of financing totaling \$22 million.

His Bespoke Education

Jimmy graduated from MIT in Cambridge, Massachusetts, with a Master of Business Administration from the Sloan School of Management. He also holds a Master of Science in Management, Distinction from the prestigious Grenoble Ecole de Management in Grenoble, France.

He is well-traveled, having visited and lived in various countries. During his off-hours, Jimmy enjoys playing soccer and running by the Hudson River. But what he enjoys the most is spending time with his family.

Jimmy Cerveaux

CFO

Edison, NJ, USA

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WORK EXPERIENCE

Unicity Healthcare

Former CEO

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Edison, New Jersey, United States

Private Equity

Finance Executive and Operating Partner

Since then, Jimmy has been working with private equity firms in their portfolio companies as a Finance Executive and Operating partner.

Edison, New Jersey, United States

Unicity Healthcare

Strategic Advisor

Jimmy successfully exited Unicity Healthcare in 2016 and stayed on as a Strategic Advisor to the company's Executive Committee for one year.

New Jersey, United States

EDUCATION

Sloan School Of Management

Master of Business Administration

Jimmy graduated from MIT in Cambridge, Massachusetts, with a Master of Business Administration from the Sloan School of Management.

United States

Grenoble Ecole De Management

Master of Science in Management

He holds a Master of Science in Management, Distinction from the prestigious Grenoble Ecole de Management in Grenoble, France.
Grenoble, France

LANGUAGES

English (Native)