

# Justine Eidt Tobin

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*Dedicated. Forthright. Flexible. Responsive.*

justine@tobinandco.com



## Board Member. Financial Expert. Founder & CEO. Entrepreneur.

Regulatory Risk and Compliance | Investment Banking | Mergers & Acquisitions | Securities Issuance | Business Valuation | Entrepreneurship | Corporate Strategy | Sales, Marketing and Business Development | Financial Reporting | Governance P&L Management | Social Media | Cybersecurity & Technology  
Human Capital Management and Development

## Board Experience

### MOBILADS

NEW YORK CITY

#### *Member, Board of Advisors*

2017 - Present

- Guiding two co-founders of innovative OOH advertising company, that holds exclusive access to 7,500+ rideshare vehicles making 13,000+ daily impressions per car, in formulating the board and establishing governance protocols.
- Guiding revenue-generating company in Excel financial modeling for potential rounds of outside financing. Developing projections and valuation approaches; educating on modeling methods.

### OAK RIDGE MILITARY ACADEMY

OAK RIDGE, NC

#### *Board Member; Development Committee Chair; Finance Committee*

2015 - 2016

- Initiated effort and devised strategy to refinance perilously structured \$6mm long-term debt obligation and to reduce risk through the sale and securitization of extensive real estate holdings.
- Implemented protocols and systems to streamline and augment donor receipts.
- Helped to modernize board culture and governance practices as sole female board member.

### COLUMBIA ALUMNI ASSOCIATION OF THE CAROLINAS

CHARLOTTE

#### *Founding Board Member and Treasurer*

2015 - 2016

- Developed initial financial practices and deployed most up-to-date financial technologies.
- Introduced governance protocols and trained board members on best board practices.

## Board Skills & Abilities

### REGULATORY RISK AND COMPLIANCE

- Experienced, self-taught professional in assessing regulatory risk, comprehending regulatory rules and meeting legal requirements. Accomplished business woman who develops business systems to meet regulatory requirements while allowing employees to meet their full profit-making desires and potential. Manage a regulated broker-dealer and 25 licensed persons, maintaining their compliance on a daily basis. All with a sense of humor, empathy and human connection.

### FINANCIAL STRATEGY AND MANAGEMENT

- Investment banker and lifelong financial professional. Well-rounded expert in financial reporting, controls and governance, financial audits, private placements, initial public offerings, mergers & acquisitions, public debt offerings, business valuation, fairness opinions and shareholder rights plans. Advised on over 200 transactions ranging from \$500,000 to \$11B in value. Accomplished

professional in FINRA and SEC regulations, due diligence, investor management, revenue growth and expense management. Information technology, software, business services, financial services, fintech, consumer and retail, healthcare and real estate industry expertise.

## ENTREPRENEURSHIP

- Proven ability to create and build a thriving de novo enterprise. Enjoy working collaboratively and efficiently with a diverse range of people to solve problems, generate revenue and reduce risk. Able to win customers and grow revenue, devise and manage a number of product lines, develop unique business operating models and market and sell services. Proven mentor and manager of human capital with exemplary interpersonal skills. Extroverted networker and public speaker. Honest assessor of strengths and pitfalls in the strategic plan. Progressive, outspoken and future-oriented.

## Executive Experience

### TOBIN & COMPANY INVESTMENT BANKING GROUP LLC

#### TOBIN & COMPANY SECURITIES LLC

CHARLOTTE

#### *Managing Partner, Founder & CEO*

2001 - PRESENT

- Sole founder of boutique investment banking firm and FINRA-regulated broker dealer serving SMEs nationwide and globally. M&A transaction marketing and execution, private placement advisory services, fairness opinions and business valuations, managing broker dealer services and registered representative services in transactions ranging from \$500,000 to \$50mm.

### STANFORD KEENE

CHARLOTTE

#### *Managing Director*

1999 - 2001

- Led technology M&A business development, transaction execution and closings.

### BANK OF AMERICA

CHARLOTTE

#### *Managing Director*

1994 - 1999

- Developed capital markets and bank business through positions in High Yield Finance, Corporate Finance and Advisory Services. Completed debt and M&A transactions in several industries.

### SALOMON BROTHERS INC

NEW YORK CITY

#### *Vice President*

1988 - 1994

- Gained significant transaction and business development experience in the Mergers and Acquisitions Department and Retail Industry Coverage Group. M&A, equity and debt transactions.

### GOLDMAN, SACHS & COMPANY

NEW YORK CITY

#### *Associate*

1985 - 1988

- Evaluated credit risk of the firm's trading positions and clients' credit positions with the firm.

## Education & Certifications

COLUMBIA BUSINESS SCHOOL | MBA – Finance | New York City

1989

UNIVERSITY OF TEXAS AT AUSTIN

1983

BBA – Finance | BBA – International Business | French Minor

### FINANCIAL INDUSTRY REGULATORY AUTHORITY (FINRA) LICENSES

FINRA Licenses – Series 7, 24, 28, 63, 79 and 99