

# Tim DeRoche, CFA

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## SUMMARY

Experienced strategy consultant with 15-year track record of leading projects that produce measurable financial and operational results. Significant functional expertise in strategy, performance management, financial valuation, and retail operations. Considerable industry experience in financial services, healthcare, facilities services, and energy/natural resources. Entrepreneurial experience includes the creation of original media in print, television, and the Web. Completed the Chartered Financial Analyst (CFA) program, including rigorous training in financial statement analysis, valuation, corporate governance, and economics. Broad and deep skill set includes ability to:

- Quickly develop a deep working knowledge of new industries and business environments.
- Lead large programs and complex projects involving multiple parties with conflicting agendas and priorities.
- Communicate effectively across all levels of an organization using simple and direct language.
- Rapidly master complex data sets and analytical methodologies to generate insights for management.
- Build and lead successful teams. Manage difficult relationships and sensitive situations to deliver results.

## PROFESSIONAL EXPERIENCE

### DEROCHE CONSULTING GROUP

*President and Founder*

Los Angeles, CA

2001 - present

*For a \$6 billion life insurance and annuity company*

- Evaluated the impact of health care reform on the market for major medical and ancillary health insurance products. Recommended product and distribution strategies for taking advantage of disruptions in market. Modeled potential impact of health care reform on health insurance providers and brokers.

*For a \$2 billion property-and-casualty insurance company*

- Led development of strategy to target small business owners with integrated product offerings. Analyzed market research data to identify marketing/sales opportunities. Evaluated and modeled financial impact of marketing investments. Designed sales tools and incentive pay programs to improve sales force effectiveness.

*For \$400 million landscaping maintenance company*

- Led development of strategy for increasing revenue and profits in irrigation and water management. Analyzed Return on Investment (ROI) of new water management technologies, including ET controllers. Developed sales tools, including product menus and investment calculators. Prioritized regions by size of revenue opportunity. Project led to 20% annual increase in irrigation revenue.

*For \$60 million retail education provider*

- For the Board, made recommendations on restructuring the board and changing management structure based on needs of organization growing at 70% annual rate. Led evaluation of opportunities for national expansion.
- For senior management, led cross-functional team in redesign of all performance management systems, including employee evaluations, incentive pay policies, and dashboards of operational metrics.

*For \$200 million dental practice management (DPM) company*

- Analyzed company's operational data – including patient visit histories, doctor productivity, and service mix – to identify opportunities for revenue and EBITDA growth.
- Led team of executives, doctors, and staff to redesign systems to improve doctor productivity, leading to 5% increase over 12 months. Developed electronic “doctor dashboard” providing daily information on practice patterns and productivity.

**KNOWLEDGE UNIVERSE****Los Angeles, CA; San Rafael, CA; Atlanta, GA***Executive Producer, Grandpa's Garage*

1999 - 2001

- Managed production of \$2.5 million video-based science curriculum for 3<sup>rd</sup>- and 4<sup>th</sup>-graders co-produced by Turner Learning and Georgia Public Television. Supervised crew of 25 during studio and location shoots.
- Oversaw all creative aspects of 32-episode production, including premise development, script writing, set design, and editing. Worked with educators to ensure accurate depiction of concepts and experiments.

*Director of Strategic Planning, Children's Discovery Centers*

1998 - 1999

- Led effort to redesign business processes for fourth-largest child-care company in the U.S. Implemented rigorous performance evaluations for thousands of field personnel. Managed redesign of all corporate marketing materials, including web sites, brochures, and videos.

*Private Equity Analyst*

1997 - 1998

- Analyzed K-12 education sector to identify investment opportunities for \$1 billion education fund.
- Evaluated acquisition candidates, including financial valuations and business due diligence, concluding in successful acquisition of Children's Discovery Centers.

**McKINSEY & CO.****Los Angeles, CA***Management Consultant*

1994 - 1996

- Worked with senior executives at \$300 million cutting-edge clinical laboratory company to redesign strategy, leading to successful sale of company at more than a 100% premium over previous stock market valuation. Designed and delivered scientific training program for sales force, leading to 15% increase in revenue.
- Evaluated possible market entry into the cancer care industry for a Fortune 500 biotechnology company, including development of valuation models for potential acquisitions.
- Developed local retail strategies in each of 15 metro areas for Fortune 500 gasoline retailer.
- Led cross-functional team of doctors, nurses, and executives in effort to reduce operating costs by 25% at a Southern California medical center for one of the largest HMOs in the country.

**ENTREPRENEURIAL EXPERIENCE****MASTERS OF SCIENCE, *Creator and Executive Producer* (2002-2003)****Los Angeles, CA**

- Created and produced half-hour TV show for PBS featuring interviews with prominent scientists. Oversaw all aspects of production and post-production for three pilot episodes including studio and location shoots.

**LOS ANGELES EXAMINER, *Interim President* (2001-2002)****Los Angeles, CA**

- Led team developing new weekly newspaper in Los Angeles for Dick Riordan, the former mayor of LA. Developed business plan for the paper's launch, including advertising, circulation, and editorial strategies, as well as a 52-page prototype and financial model of the paper's first 10 years of operations.

**EDUCATION****POMONA COLLEGE****Claremont, CA**

Bachelor of Arts, English Literature, Phi Beta Kappa, Commencement Speaker

1988-1992

**CHARTERED FINANCIAL ANALYST PROGRAM (CFA)****Los Angeles, CA**

Coursework in financial statement analysis, valuation, economics, and corporate governance.

2008-2010

**PERSONAL**Interests include basketball, golf, 17<sup>th</sup>-century Dutch art, cognitive neuroscience, and behavioral economics.

Board member of the E.G. West Center for Effective Schooling. Weekly volunteer at an Aspire charter school.

Author of op-ed pieces published in the *LA Business Journal*, the *Washington Post*, *Education Week*, and the *LA Times*.