

PAUL G. ESSELMAN, CPA

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CHIEF FINANCIAL / OPERATIONAL EXECUTIVE Strategic Team Leadership to Drive Financial /Operational Goals

Finance business leader and change agent with a successful career in Finance leadership roles with Health Care and Wellness start-up businesses, as well as Non-Profit Organizations. Successfully managed businesses as profit centers, setting and achieving short- and long-term plan pre-tax targets.

Known for building strong, transparent, and cross-functional partnerships with senior management teams and stakeholders by securing key talent to develop and execute strategies that enable profitable growth. Proven ability to quickly assess the landscape to position products and services and motivate and manage teams to excel.

PROFESSIONAL EXPERIENCE

MINT JULEP EXPERIENCES – Louisville, Ky.

Chief Financial Officer

August '19 – Present

Financial Partner to the Owners of this dynamic Kentucky Bourbon Trail tourism business that started in 2008 in Louisville Ky, with the inception of the Kentucky Bourbon Distillery's Bourbon Trail. There are currently 4 businesses in both Kentucky and Nashville TN that are in different start-up phases. Key roles are :

- Performing financial analysis in support of capital asset acquisition, cash flow management, balance sheet and income statement performance metrics, as well as
- Producing annual budget, long term plans, and monthly actual versus budget reporting and action plans.
- Coordinate legal and tax reviews by outside professional contractors.
- Manage a Controller position directly reporting to me, as well as
- Working in teams to accomplish Key Performance Indicators KPIs.

SPEED ART MUSEUM– Louisville, Ky.

Chief Operating Officer/Chief Financial Officer

May '17 – July '19

Experienced Financial and Operational leader bringing fortune 100 corporate best practices to Landmark 92 Year old non-profit Speed Art Museum. Reporting to Stephen Reily, Museum Director and Venture Capital leader in Louisville.

- Responsible for Financial Operations, Security, Building Services, Guest Relations, IT, Special Events and Tourism
- Implemented new effective Financial Operational controls taking a Fiscal Year 16 \$1.5M deficit and a Fiscal Year 17 \$600K deficit to break-even in Fiscal Year 19

- Reorganized Finance Department establishing new Finance Director role through internal promotion, accompanied by an effective Accounting team.
- Reorganized Operational departments such as Security, Special Events, Building Services, and Guest Relations departments with internal promotions and training to establish highly engaged employees
- Championed six sigma best practices to reengineer Financial and Operational processes.
- Responsible for responding to Business Operations Committee and Investment Committee of the Board of Trustees

HUMANA, INC. - Louisville, Ky.

CFO, Humana Wellness Organization

2010 to May '17

Selected to establish initial Wellness Incentive Rewards business in 2010.

- Consolidated Wellness acquisition and start-up businesses, including Employee Assistance Program, coaching, digital products and data analytics research.
- Developed 5-year financial plan; led revenue growth from \$20M in 2010 to projected \$215M in 2017; pre-tax income from \$3M in 2010 to projected \$30M in 2017.
- Grew membership from 1M in July 2011 to current 5M with products included in Humana Medical plans and sold to clients without Humana health insurance.
- Hired 8 diverse associates with Technical, Finance, Actuarial and Data Aggregation skills to drive empowered team engagement and diligent administrative cost management.
- Established consolidated Wellness financial statement package used for annual budget preparation and long-term planning, which streamlined financial reporting platforms to fully integrate with Humana, Inc.
- Partnered with Humana, Inc. Segment Leaders that invest in Wellness products, demonstrating a 2:1 positive ROI that substantiated future investment.

CFO, Humana Financial Protection Products

2008 to 2010

Selected initially as CFO to develop new Direct to Consumer Voluntary Benefits business; merged with HumanaOne individual business.

- Developed business plan financial and sales projections in concert with Product Development and Sales team leaders.
- Selected as overall Business Leader during business restructuring.
- Secured key talent in Finance, Sales, Product Development and Compliance teams; led business to generate \$10M to \$15M in annual revenue and pre-tax of \$2M to \$3M; integrated financial reporting platform with Humana, Inc.'s financial system.

HUMANA, INC. (continued)

CFO, Clinical Resources Organization, Humana Military Healthcare Services

1996 to 2008

- Led and established a unique in-house Physician Recruitment and Military Treatment Facility (MTF) Optimization business to meet TRICARE contract provisions.
- Identified and secured a team of 10 Physician Recruiters and 8 Finance Managers that contracted with the Department of Defense; increased business from \$10M to \$50M annually to provide civilian providers as back-fill for deployed military providers.
- Drove ROI analysis that demonstrated significant savings to TRICARE contract by directing care to the MTFs.
- Augmented MTF capability to serve active duty dependents and retirees.

ADDITIONAL RELATED EXPERIENCE

HUMANA, INC. - Louisville, Ky.

Director, Internal Audit

Led teams of 10 to 15 auditors of healthcare claims, enrollment, billing, & claims reserves as Director Healthcare and IT

ERNST AND YOUNG, CPA - Louisville, Ky.

Hospital & Insurance Auditor

WILLENKEN HIMMELFARB, CPA - Louisville, Ky.

Small Business & Government Agency Auditor

COMMONWEALTH LIFE INSURANCE - Louisville, Ky.

Insurance Internal Auditor

EDUCATION | CERTIFICATION

Bachelor of Arts (B.A.), Accounting

BELLARMINE UNIVERSITY, Louisville, KY. May 1980

CPA: State of Kentucky #3203

COMMUNITY LEADERSHIP

President - Down Syndrome Education Foundation (2010 – present)

Board Member – Louisville Water Company (2018 – present); Down Syndrome Education Foundation (2000 – present); Dreams With Wings (2017 – present);

Former President - Operating Board Down Syndrome of Louisville (4 years)

Current Coach - Special Olympics Basketball and Softball