

## MARY BETH LEWIS

### EXPERIENCE:

2014 – Present

**LEEDS SCHOOL OF BUSINESS,  
UNIVERSITY OF COLORADO AT BOULDER**

*Senior Instructor, Marketing*

- Senior Instructor for undergraduate Capstone and Foundations of Marketing courses.
- Member of development and teaching team for redesigned undergraduate integrated core curriculum preparing for Spring 2016 launch.
- Course content includes foundational technical material supplemented with business application drawn from my professional experience.

2006 – 2014

**COLORADO STATE UNIVERSITY, FORT COLLINS, CO**

*Director, Daniels Fund Ethics Initiative*

- Instructor for undergraduate, MBA, and EMBA courses in Introductory Financial Accounting, Intermediate Financial Accounting and Managerial Accounting.
- Course content included rigorous technical material combined with practical and industry application drawn from my professional experience.
- Managed all facets of \$1.250 million grant to the CSU College of Business to enhance the teaching of principle-based ethics in the business curriculum. Programs included curriculum development and course deployment, speakers' series, panel discussions and Student Center for the Public Trust.

May - June 2012

**FOREIGN TRADE UNIVERSITY, HANOI, VIETNAM**

*Instructor of Accounting*

- Taught Introductory Financial Accounting to 85 Vietnamese students in the American Accredited Undergraduate Program, a partnership program between CSU and FTU to provide western business philosophy and practices to a select group of FTU students.
- Combined course content as noted above with relevant Vietnamese, US and international examples, for a broad overview of business transactions and their effect on the financial statements.

2007 – 2009

**FRESH PRODUCE SPORTSWEAR, BOULDER, CO**

*CFO*

- Direct reports from finance, accounting, and information technology for successful women's casual apparel company with \$40 million in revenues in wholesale, retail and online distribution.
- Re-financed \$10 million working capital line of credit during a period of economic downturn, tight credit markets and operating losses.
- Led restructuring efforts including \$3.5 million in payroll savings through multiple workforce reductions and \$5.0 million reduction in excess/obsolete inventory write-downs.

2001 – 2005

**NOODLES & COMPANY, BOULDER, CO**

*EVP, CFO, Secretary*

- Direct reports from finance, accounting, payroll, information technology, purchasing, risk and legal for rapidly-growing, multi-state quick-casual restaurant chain
- Financed the growth of the business from 30 to 100 restaurants and \$30 million to \$100 million in revenues including: Secured \$10 million in private equity financing in late 2002, including preparation and distribution of the Private Placement Memorandum, valuation analysis, and communications with potential investors; Secured a \$35 million credit facility led by Bank of America to refinance existing construction term notes and to fund future growth
- Established and maintained ongoing contact with equity analysts including company presentations at selected investment conferences
- Planned quarterly board meetings, communications and presentation materials
- Developed talent and skills in accounting, finance and IT staffs to better serve the needs of a growing company including: Redesign and development of financial reports including annual budgeting process, period closing analysis, weekly sales reporting and period forecasting; Creation of data warehouse and corresponding automation of information delivery to field ops and internal departments

1992 – 2001

**WILD OATS MARKETS, INC., BOULDER, CO**

*CFO, VP Finance, Secretary*

- Direct reports from finance, accounting, payroll, benefits, information technology and risk management functions for rapidly-growing, multi-state natural foods supermarket chain
- Managed a successful \$49MM secondary public offering and a successful \$42MM initial public offering including selection of investment bankers, preparation of prospectus and key member of road show presentation team

- Financed the growth of the business from \$36MM to \$850MM in revenues and eight stores to 109 stores through the placement of \$31MM in private equity and \$157MM in unsecured bank debt in addition to the public equity noted above
- Directed preparation and filing of SEC and GAAP financial reporting. Developed formats for annual and quarterly forecasts and budgets, comparable store sales analysis, single store model, sales per square foot analysis, new store investment/payback, and store contribution to profit
- Established and maintained contacts with the lending and investment community, including commercial banks, venture capital funds, investment bankers and research analysts, including frequent public presentations at investment conferences
- Maintained contacts with existing investors and directors, including preparation and distribution of monthly financial information and board of directors' communications
- Participated in acquisition negotiations and integrations, including due diligence investigations and preparation of offer and purchase documents
- Researched, developed and maintained incentive stock option, 401(k) programs and deferred compensation plans
- Managed annual renewals of various insurance programs including medical, dental, vision, worker's comp, property and general liability, D&O and employment practices

1986 – 1992

**PRICE WATERHOUSE, DENVER-BOULDER, CO/PITTSBURGH, PA**

*Audit Manager, Senior and Staff Accountant, Middle Market/Growing Companies Practice*

- Led the firm's practice development initiative in the Boulder Valley, successfully securing six new clients in a two-year period
- Specialized in audit, tax and management services to high-growth entrepreneurial companies in the Boulder area ranging in size from the developmental stage to in excess of \$300MM in annual revenues
- Experienced with both private and public companies, financial reporting in accordance with GAAP, SEC registration statements and annual filings, multinational locations, accounting issue research, and general ledger and cost accounting systems
- Instructed intensive three-week and one-week training courses for audit seniors and staff; courses focused on financial reporting and audit planning/execution

1980 – 1985

**RED BULL INNS OF AMERICA, INC., PITTSBURGH, PA**

*Store Manager, Casual Dining Restaurant Chain*

- Managed all facets of the operations of restaurants with annual sales of up to \$1MM
- Prepared monthly income statements, annual budgets, monthly sales forecasts and biweekly payroll reports
- Ordered all food, liquor and restaurant supplies
- Managed all staffing needs including hiring, training, scheduling and personnel evaluations for up to 50 employees

**EDUCATION:**

1986

**THE UNIVERSITY OF PITTSBURGH**

**Katz Graduate School of Business**

*M.B.A. - Accounting and Finance*

*Distinguished Alumnus Award – May 2005*

1980

**WEST VIRGINIA UNIVERSITY**

*B.A. - Psychology*

*B.S. - Speech Pathology and Audiology*

*Magna Cum Laude, dual degree*

**PROFESSIONAL CERTIFICATIONS:**

1987

Previously licensed CPA in Pennsylvania – license not current

**BOARD SERVICE:**

2004 – Present

**eBags, Inc.** <http://www.ebags.com/> – Audit Committee Chair

2009 – Present

**NTN Buzztime** <http://www.buzztime.com/> - Audit Committee Chair

1994 – 2004

Various not-for-profit and community boards including: CSU College of Business Dean's Global Leadership Council, CU College of Business Deming Center for Entrepreneurship, Community Foundation Serving Boulder County, Boulder Chamber of Commerce, Boulder Day Nursery, YMCA