

Neil K. Bacon

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Experience:

Brand Management and Business Development

November 2011 - Current

Typical Client: Successful small business with annual revenues ranging from \$1MM to \$6MM with a track record of success looking to move the business to the next level. Specific Industries covered include health and beauty, high-end cosmetics, public space activation, and entertainment

- Establish long-term business plans to help clients realize rational potential and reach growth goals within a reasonable time frame
- Analyze the firms past performance to optimize revenue growth as well as minimize expenses
- Determine the clients "Brand DNA" and conduct SWOT analysis to determine the full capacity of the brand and leverage those attributes to further revenue potential
- Enact an effective social media platform to increase brand recognition

CB Richard Ellis Public Investors, Washington, D.C.

June 2011 – August 2011

Developed a business model to capitalize on the firm's extensive network and reputation to establish a fund targeting equity investments on Net-Leased commercial real estate leased to state and local governments with the expectation of achieving equity returns with fixed income risks

Bank of America Merrill Lynch, New York, NY

March 2010 - June 2011

Assistant to: Head of Investment Grade Fixed Income Syndication; Head of Cross-Boarder Investment Grade Fixed Income; Head of Investment Grade Consumer & Retail Debt Origination; Head of Investment Grade Media & Telecom, Energy Debt Origination; Head of Investment Grade REIT & Industrial Origination

- Creating PowerPoint based pitchbooks for some of the worlds top companies including Coca-Cola, Kraft Foods, AB InBev, General Electric Finance, Deutsch Telecom, and Google
- Responsible for tracking and billing clients for expenses and hours
- Liaised with senior bank officials to arrange credit meetings to determine viability of new positions
- Conducted market research on client's firms to increase efficiencies of Investment Grade Debt Group

Consultant (Confidential), New York, NY

November 2008 - May 2009

Structured a commercial real estate (CRE) mezzanine fund with the backing of a private New York based real estate investment bank to provide leverage for premier CRE Assets in the most stable domestic markets addressing the dislocation in the capital markets as result of the credit crisis

Target Fund Amount:	\$250 Million
Leverage:	Capped at 40% of total capital
Property Types:	Office, Retail, Warehouse, Mixed-Use
Loan-To-Value:	Capped at 85% of current value
Projected Return:	14% - 20%
Fees:	1% Management Fee & 12% performance fee (Fund I)

Natixis Real Estate Finance Group, New York, NY

December 2005 – September 2008

Analyst

- Conducted in depth loan level analysis and valuation of over \$800 Million of proprietary Commercial Real Estate Assets including construction loans and \$500 Million pre-securitized conduit loans for the Commercial Mortgaged Backed Securities Group (CMBS) from both the lender and borrower perspective
- Tracked the performance on over \$470 Million of syndicated real estate loans representing domestic and international trophy properties and reported finding to Natixis Corporate and Investment Bank senior management
- Originated over \$475 Million in fixed-rate CMBS conduit loans, including \$42 Million of closed and securitized mortgages

Education:

Schack Institute of Real Estate at New York University, New York, NY

August 2010

Certificate in Real Estate, Concentration: Finance and Investment

Hobart College, Geneva, NY

May 2005

Bachelor of Arts, Majors: Economics, International Relations

Institute for American Universities, Aix-en-Provence, France

Spring 2004

Kent School, Kent, CT

June 2001

Computer Skills:

Advanced Excel, Power Point, Word, Argus, Backshop, REIS, Statistical Analysis Software (SAS), Bloomberg, STX, Photoshop, Network Solutions

Activities and Personal:

Member of the Urban Land Institute; Volunteer Youth Hockey Coach for North Park Mites Ice Hockey Team, ages 4-7, Winners of the 2005, 2006, and 2008, Frank Doyle Cup, Englewood, NJ. Vice President of the Kappa Alpha Society, a fraternal organization; Ice Hockey, Running, Golf, Squash, Trampoline, Guitar