



JOHN GUSTAFSON, CFA

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MANAGING DIRECTOR

John Gustafson has 20 years of venture capital, private equity, operating and consulting experience assisting entrepreneurs, investors, and managers of high growth and middle market companies with their financial and strategic needs. He specializes in capital finance, mergers and acquisitions, valuation, transaction structuring, due diligence, financial analysis, negotiations, and strategy.



EXPERIENCE

John's extensive experience includes the management of two early-stage, technology-focused venture capital funds, a family office focused on healthcare IT investments, a search fund seeking later-stage company acquisitions, and a concept accelerator focused on seed-stage software concepts. He also served in operating capacities with portfolio companies in accounting, finance, and leadership roles, including serving as CEO of a Canada-based company that was acquired by a US publicly-traded firm. Industries within which he has extensive experience include technology, healthcare, manufacturing, distribution, and business services.

During his career, his portfolio companies and clients have undergone a wide range of strategic transactions, including initial public offerings (IPOs), acquisitions by public companies, management buyouts, mergers, turnarounds, and liquidations of underperforming assets. Companies he has advised have secured seed capital, angel capital, venture capital, bank financing, sale-leaseback financing, convertible debt funding, mezzanine funding, and private equity. As founder of Ideation Ventures, John has assisted companies with enterprise values of between \$1mm and \$50mm to position for and successfully execute strategic transactions with the goal of maximizing shareholder value long-term.

RESUME

CFO Capital (*Capital Solutions*)

Managing Director

Labotix Automation (*Clinical Laboratory Automation*)

President and CEO

Ideation Ventures (*Private Equity Advisor*)

Founder and Managing Director

Odin Capital Group (*Venture Capital Fund*)

Venture Partner, Principal

Cerner Labotix (*Clinical Laboratory Automation*)

Consultant, post-acquisition

Heartland Capital (*Venture Capital Fund*)

Vice President

Prairie Venture (*Holding Company*)

President and CEO of parent and multiple wholly-owned healthcare IT subsidiaries