



## MICHAEL RODRIGUEZ

### Areas of Expertise

- Corporate Governance
- Mergers and Acquisitions
- Corporate Finance
- Strategic Planning
- Negotiations
- Private Equity
- Accounting & Financial Reporting

### Industry Expertise

- Diagnostics
- Life Sciences
- Medical Devices
- Healthcare Info Technology
- Consumer Products
- Business Services + Software

### MBA

Stanford University, 1995

### BS in Accounting

University of Southern California, 1989

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MICHAEL RODRIGUEZ

Michael Rodriguez is a seasoned executive and board member with a distinguished 35-year career in financial and operational leadership. He has a proven track record of successfully guiding early-stage businesses across various industries and brings extensive experience as a board director.

With over two decades of experience in Chief Financial Officer roles, including ten years as CFO of three public companies, Mr. Rodriguez offers a wealth of expertise. In his C-level positions, he has raised over \$400 million in private equity, venture capital, and public equity. Additionally, he has secured more than \$80 million in bank debt and managed numerous buy-side and sell-side mergers and acquisitions, with a combined value exceeding \$750 million. His strategic acumen is evident in his ability to lead companies through high-growth phases, turnarounds, and distressed situations. As a "Big-4" Certified Public Accountant, he is recognized as a financial expert under SEC, NYSE, and NASDAQ rules.

Currently, Mr. Rodriguez serves as a Clinical Assistant Professor of Accounting at the Hankamer School of Business at Baylor University, where he teaches undergraduate Managerial Accounting and graduate Business and Professional Ethics courses. He also holds several corporate board positions, including at North Coast Holdings, where he chairs the Joint Retirement Plans and Benefits Committee and serves on the Audit, Compensation, and Enterprise Risk Management Committees. He is on the board of advisors of Molecular Testing Laboratories, and on the board of directors of Athule Aero Technologies, Inc. and Optasia Technologies, Inc.

Mr. Rodriguez holds a Directorship Certificate from the National Association of Corporate Directors, a Corporate Directorship Certificate from Harvard Business School, and certificates in Private Company Governance and ESOP Governance from the Private Directors Association.

In addition to his professional roles, Mr. Rodriguez is a highly sought-after guest speaker and lecturer. He is also an active mentor to business owners, leaders, and young professionals.

## EXPERIENCE

### **BAYLOR UNIVERSITY** – WACO, TX

CLINICAL ASSISTANT PROFESSOR | 2022-PRESENT

Baylor University is a private Christian university and nationally ranked Research 1 institution. Mr. Rodriguez develops, plans, and instructs students in undergraduate managerial accounting and graduate-level business and professional ethics. He teaches four classes per semester, and was recognized as a Baylor Fellow in 2024-2025, which recognizes professors across the disciplinary spectrum who exemplify excellence in teaching. Baylor Fellows are committed to pedagogical innovation, inspirational teaching, and the cultivation of these characteristics among their fellow Baylor faculty.

### **SOLIDEO ADVISORS, LLC** – WACO, TX

MANAGING DIRECTOR | 2013-PRESENT

Founded and operated by Mr. Rodriguez. Provides strategic, operational, and financial advisory services to high-growth companies. Primary services center around but are not limited to: creating durable, resilient, and efficient financial infrastructure, business analysis, and reporting; enhancing organizational design and restructuring; improving general management effectiveness; and optimizing capital structure.

### **MAGNOLIA BUSINESS VENTURES, LLC** – WACO, TX

CHIEF BUSINESS OFFICER | 2018-2022

Magnolia is a family-owned global brand associated with the *Fixer Upper* television show franchise, with business operations in media, television production, retail (e-commerce and point-of-sale), food operations, publishing, licensing, realty brokerage, and real estate holdings with revenues of nearly \$200 million and nearly 700 employees. Mr. Rodriguez provided primary financial and administrative leadership for all businesses, and general responsibilities included finance, information technology, legal, and project management, as well as the family office. He also served on the board of directors of the Magnolia Foundation.



## MICHAEL RODRIGUEZ

### Additional Information

### Personal

Mr. Rodriguez has been married to his wife, Helen, for 29 years and has two grown children.

## EXPERIENCE, continued

### **DECIPHER BIOSCIENCES** – SAN DIEGO, CA

CHIEF FINANCIAL OFFICER | 2017-2018

Decipher (acquired by Veracyte, Inc., NASDAQ: VYCT) was a venture capital- and private equity-backed next-generation cancer genomics and data informatics company with 100 employees and revenues of \$20 million. Mr. Rodriguez led finance, accounting, information technology, software development, public relations, and investor relations. Mr. Rodriguez served as a catalyst for transformation and as a steady leader during the execution of much-needed change, reducing operating expenses by \$25 million annually (50 percent), and raising \$20 million of equity capital.

### **CROSSOVER HEALTH MANAGEMENT SERVICES, INC.** – ALISO VIEJO, CA

RETAINED ADVISOR & CONSULTANT | 2013-2017

Crossover is a private equity-backed innovative operator of primary care medical clinics for large, self-insured employers with 350 employees and revenues of over \$50 million. On an interim basis, Mr. Rodriguez oversaw the closing of a \$92 million preferred stock financing, resulting in liquidity to founders and existing shareholders and a 3x return to prior investors in fewer than two years.

### **EPIC SCIENCES, INC.** – SAN DIEGO, CA

CHIEF FINANCIAL OFFICER | 2014-2016

Epic Sciences is a venture-backed molecular diagnostics “liquid biopsy” company with more than 125 employees and revenues of over \$10 million. Mr. Rodriguez spearheaded, marketed, and completed a \$35 million over-subscribed preferred stock financing, and negotiated an expanded \$15 million credit facility. He created the investor relations function, established regular outreach to buy-side and sell-side analysts and fund managers, and served as the primary presenter at investment banking conferences.

### **GE HEALTHCARE (CLARIANT DIAGNOSTIC SERVICES)** – ALISO VIEJO, CA

CHIEF OPERATING OFFICER | 2012-2013

SENIOR VICE PRESIDENT & CHIEF FINANCIAL OFFICER | 2009-2011

Clariant was a fast-growing, public (NASDAQ: CLRT) molecular diagnostics and laboratory services company with more than 500 employees and revenues of nearly \$200 million. As CFO and eventually COO, Mr. Rodriguez led all non-sales and non-R&D functions in the company. After efforts to achieve significant operational efficiency, establish financial rigor, streamline the cost structure improvement, and increase profitability, Clariant was acquired by GE Healthcare in December 2010 for \$587 million (5x revenue).

### **ENDOCARE, INC.** – IRVINE, CA

SENIOR VICE PRESIDENT & CHIEF FINANCIAL OFFICER | 2004-2009

Endocare (NASDAQ: ENDO) was a public medical device manufacturer providing novel cancer treatment technology, with 150 employees. Peak revenues totaled nearly \$40 million. Mr. Rodriguez joined as an executive officer during a tumultuous turnaround situation, after the previous team led the company into investigations by the DOJ and SEC, two stockholder lawsuits, delisting from NASDAQ, turnover of the management team and board, and the need to re-audit three years of financial statements. He helped accomplish full and favorable resolution of all investigative matters, regaining the confidence of the investment community and other stakeholders in a once-troubled organization, ensuring full compliance with ongoing regulatory obligations. Negotiated and consummated the sale of the company to HealthTronics, Inc. (NASDAQ: HTRN) in 2009.

### **DIRECTFIT, INC.** – IRVINE, CA

CHIEF FINANCIAL OFFICER | 2000-2003

### **TICKETS.COM, INC.** – COSTA MESA, CA

CHIEF FINANCIAL OFFICER | 1997-2000

### **EDIX CORPORATION** – SAN DIEGO, CA

CORPORATE CONTROLLER | 1995-1997

### **ARTHUR ANDERSEN, LLP** – IRVINE, CA & FORT WORTH, TX

SENIOR ACCOUNTANT (AUDIT) | 1989-1993

## PROFESSIONAL ACTIVITIES

DIRECTORSHIP CERTIFICATION, National Association of Corporate Directors  
CERTIFICATION, Harvard Business School “Preparing to Be a Corporate Director”  
PRIVATE COMPANY GOVERNANCE, Private Directors Association  
ESOP GOVERNANCE, Private Directors Association