

## Alfred Moran

### CEO, Public Company Director Consultant to Boards & Senior Managements

## MORAN

The Moran Group, LLC  
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**Chief Executive Officer - The Moran Group, LLC**

**Creator & Facilitator of the Strategic Planning and  
Tactical Roadmap Retreat for Middle Market Companies**

**Former Director - Three NYSE Traded Companies. Audit  
Committee Chairman of Two NYSE Traded Companies**

**Former Director of Administration & Regulatory Affairs  
- City of Houston Bill White and Annise Parker  
Administrations**

Alfred Moran is an expert in transforming under-performing companies and organizations into positions of prosperity and optimum value. He specializes in strategic, operational, human capital and financial best practices primarily for Service, Manufacturing and Healthcare businesses. As CEO, COO or Consultant to Senior Managements, he has been responsible for over 80 company transformations in 13 different industries and is known for his creative leadership in strategic redirection and market repositioning/re-branding. His Mission is to Top-Grade the companies he leads and/or the managements with whom he consults. With his objective of optimizing shareholder value, Alfred has held seven CEO positions, three COO positions, three NYSE traded company directorships, five public company directorships and five private company directorships (all company names available upon request).

He is Chairman of The Moran Group, LLC in Houston, Texas ([morangroup.us](http://morangroup.us)). Examples of company Top-Grading engagements have been International Energy Commodity Brokerage, Hydraulic Fracturing (Texas), Dental Aligner 3-D Manufacturing (Texas), Real Estate Private Equity (California), Fiber-Optic Backbone Networks (New York and Florida), and Deep Water Oil & Gas Equipment Manufacturer, Drill Pipe & Casing Patented Threading and Drill Bit Manufacturing.

His engagements have included companies with annual sales of \$3.0 Million to \$5.0 Billion. He has extensive leadership experience in many industry sectors, primarily in manufacturing, design and engineering, services, energy, life sciences, high technology, real estate, software, telecommunications, fast food, entertainment, wholesale food and financial services.

**CEO Experience** - Alfred was CEO of Microelectronic Packaging, Inc. (NASDAQ:MPIX), which was sole source to Intel and Schlumberger. As Chairman, President and CEO, he founded SeraCare, Inc. (AMEX:SRK), a public national hyper immune blood plasma company, which was sold to Grifols, S.A. As President and COO, he stabilized and grew WET Design, Inc., a high tech, entertainment Water Feature company, which creates, designs, engineers and

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constructs water features worldwide such as; Disney and Universal Parks, the Sochi and Salt Lake City Winter Olympic Flames, Rockefeller Center, Tokyo Dome, Texas Medical Center, and the Houston Galleria, among 300 others worldwide. The most famous of these features are the famous \$66.0 Million Water Feature at the Bellagio Hotel in Las Vegas and the \$200.0 Million Burj Khalifa Water Feature in Dubai. ([www.wetdesign.com](http://www.wetdesign.com)). Alfred was Executive Vice President of Cooperheat MQS, Inc., headquartered in Houston with 33 offices throughout the United States and Canada (sold to Team, Inc. (NYSE:TISI)). For nine years, he was the CEO of a multi-plant printing company, where he became well-acquainted with complex value-added manufacturing and costing. Between his undergraduate and graduate educations, he worked for two years on a plant floor for Rand McNally in Mexico City.

**Public Sector Experience** - Between 2007 and 2013 Alfred served as the Director of Administration & Regulatory Affairs of the **City of Houston** in both the Bill White and Annise Parker Administrations. During his tenure, Alfred led and transformed the following Divisions: General City Administration, Purchasing, Payroll, Department Human Resources, Insurance, Citywide Administrative Policy and Major Initiatives. As Chief Regulatory Officer of the City, he was also responsible for the City's Regulatory Affairs, which regulates all vehicles-for-hire (taxis, limousines, shuttles, pedicabs, etc.), Commercial Permitting (alcohol, noise, sexually oriented businesses, etc.), and Public Utilities Regulation such as electricity, gas, telephone, cable, etc. He consolidated 28 City Departmental permitting locations into the one-stop Houston Permitting Center. He was also responsible for the successful turnaround & restructure of BARC (Animal Control), City Parking Management and 311 Help & Information call center. Both Mayors White and Parker have publicly praised Alfred's creativity and performance.

**Strategic Planning & Tactical Roadmap Retreats** - Over 35 years Alfred has developed a Strategic Planning and Tactical Roadmap Retreat specifically for Middle Market companies. These retreats utilize a two-day process ranging from Corporate Mission to Critical Actions for each functional leader in the company. The retreat helps managements diagnose and fix all problem areas. Having worked in many industries has helped Alfred cross pollinate the strategies of one sector with the strategies of another.

**Board Experience** - Alfred is a former Executive Council Member of the Board of Directors of the National Association of Corporate Directors (NACD). He is a former member of the Board of Directors and Chairman of the Audit Committee of Center Coast MLP & Infrastructure Fund, Inc. (NYSE:CEN). He is a former member of the Board of Directors and Chairman of the Audit Committee of Cornell Companies, Inc. (NYSE:CRN), an owner and manager of 82 private prisons throughout the United States. He is a former board member and Compensation Committee member of Plains Resources, Inc. (NYSE: PLX/PAA). He has served on the boards of listed public companies, numerous private companies and non-profit companies.

**Consulting Experience** - Originally from New Orleans, and prior to moving to Houston from Los Angeles, California, he was a Senior Managing Director and Partner of KGI (formerly Kibel Green, Inc.) the leading Value Creation/Turnaround consulting firm in the Western United States. He has consulted with such national companies as Panda Express, Cook Inlet Energy Supply, Medieval Times, Inc., Consolidated Freightways, Cooperheat MQS, Inc., and Strome Investment Management, as well as the People's Liberation Army in China and the City of Harbin, China. He has worked extensively in Asia, Europe and Latin America.

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**Wall Street Experience** - He was an Investment Banker and became a partner of Coenen and Company, Inc., a NYSE Member Investment Banking and Institutional Brokerage firm in New York City. He completed his Investment Banking and Institutional Brokerage career in New York at Bear Stearns.

He has an MBA from the Harvard Business School and a BA in Philosophy from the University of North Carolina at Chapel Hill. He attended the Stanford University Directors' College.

He is a Member of Young Presidents' Organization - Gold in Houston, Texas and has been a YPO and EO Resource Speaker on "Taking Your Strategic Planning to the Critical Actions Phase", "The 50 Questions They Will Ask When Selling Your Company" and "Private Sector Initiatives in the Public Sector".

Alfred is married to Sarah Oden; they live in Houston.