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## J. WAYNE BURRITT

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### **QUALIFICATIONS SUMMARY**

Results-driven Financial Writing Executive with demonstrated ability to write, edit, and manage a rich variety of financial content across numerous platforms and formats. Extremely effective at leveraging superior financial skill-sets -- including writing, research, and analysis -- with stimulating, engaging, and action-oriented content.

Proven entrepreneurial ability to launch, direct, and manage a first-class financial writing and research firm. Outstanding communication and presentation skills honed by extensive experience with media, marketing, and business development initiatives. Comprehensive experience designing, building, and marketing financial services websites. Strong technology skill-sets ranging from advanced Excel spreadsheets supporting multiple data sources to web design. A rigorous work history highlighted by outstanding performance reviews at high-profile global financial services and research institutions. An exemplary academic record including an MBA with a 3.8/4.0 GPA.

### **PROFESSIONAL EXPERIENCE**

#### ***President and Senior Financial Writer/Editor Burritt Research, Inc., Candler, North Carolina, 2004 to present***

- Launched and directed successful financial writing and research firm, driving the company from 0 to 27 clients. Clients include prominent players in the investment research, financial publishing, and financial website space. Responsible for all aspects of the firm's operations including writing and editing content, research, business development, financial control, marketing, and web design.
- Created compelling, fresh, and insightful content targeting a variety of financial topics, including U.S. and international equities, equity options, commodities, global markets, and economics. Delivered this content across a robust array of platforms and formats, including financial blogs, electronic investment magazines, investment newsletters, investment websites, print financial magazines, and equity research reports.
- Drove financial content with cutting-edge, in-depth research and analysis. Supported that research and analysis with strong analytical skill-sets and tools, including in-depth company and industry analysis, valuation models, financial projections, and cash flow analysis.
- Exceptionally comfortable transforming arcane and obtuse financial topics into engaging, spirited, and action-oriented content.
- Directed writing, marketing, and design services for existing and start-up financial websites. Managed or coordinated all aspects of design, content, and technology. Proven ability to work effectively with web designers, developers, and other technology team members.
- Consistently delivered exceptional results for a demanding financial services client base. Compiled an extensive list of superlative client testimonials.

#### ***Senior Financial Writer/Editor Weiss Research, Jupiter, Florida, 2002 to 2004***

- Designed, launched, and edited successful equity research services for nationally acclaimed independent research and advisory firm, driving product exposure from 0 to 324 institutional and individual clients. Produced annual revenues in excess of \$24 million for service bundle. Provided insightful security analysis, in a wide range of industries, based on proprietary equity selection model. Consistently outperformed benchmarks. Directed all editorial aspects of services and related deliverables.
- Directed fundamental analysis and editorial aspects of additional services focused on domestic and international equity and index options. Created and produced high-quality deliverables. Proficient at domestic and international macro economic analysis.
- Designed, developed, and maintained proprietary information systems that effectively automated equity selection, position management, and related support functions.
- Collaborated on the successful design and delivery of stock research reports based on in-house ratings of over 6,000 securities for inter-company research effort. Research reports won wide industry acceptance and strategically repositioned the company.
- Received 214 commendatory emails. Promoted to Senior Financial Analyst during first year and Research Editor during second. Trained talented junior analysts.

**Assistant Portfolio Manager and Equity Research Analyst** Pan-American Financial Advisers, North Palm Beach, Florida, 2001 to 2002

- Provided profitable security analysis for portfolio team managing \$22 million in assets at boutique advisory firm. Created and implemented strategies that consistently beat benchmarks and earned \$1.5 million in annual production.
- Successfully furnished security analysis, trade recommendations, and trading support for institutional and high net worth clients using equities, bonds, derivatives and exotic products.
- Designed, developed and maintained equity and derivatives model portfolio that achieved 80% annualized returns.
- Produced and starred in the critically acclaimed stock market radio show *Inside the Market* on South Florida radio WJBW and WDJA. Produced lucrative monthly seminars throughout South Florida. Created and published the company's popular monthly stock market newsletter.

**Managing Director** Florida Dance Conservatory, West Palm Beach, Florida, 1992 to 2000

- Founded & directed arts organization charged with training artists for professional careers in dance. Directed all major aspects of the organization's operations, including strategy, financial management, education, marketing, school administration, and production management. Supervised faculty of six.
- Designed and Implemented effective financial control systems including financial reporting, tax reporting, cash flow analysis, budgeting, and cost analysis.
- Sought and obtained individual investors to support initial capitalization through private stock placement yielding excellent results.

**Senior Credit Analyst** Bank of America, Naples, Florida, 1988 to 1992

- Provided senior management and the board of directors of large commercial bank with \$735 million in assets under management with independent analysis of commercial and commercial real estate credits in heavy deal-flow, time-driven environment. Scope included company profiles, project viability and profitability, and valuation of underwriting quality and integrity.
- Formed and managed department charged with quality control of documentation and technical integrity of large commercial and commercial real estate portfolios. Supervised and trained highly technical and effective staff analysts.
- Collaborated with directors and senior loan and credit administration officers. Effectively disposed of a variety of collateral in a wide range of asset classes including commercial real estate and business inventory. Promoted to Senior Credit Analyst.

## **EDUCATION**

**Master of Business Administration** Golden Gate University, San Francisco, California, GPA: 3.8/4.0

**Bachelor of Arts in English & Philosophy** Indiana University, Bloomington, Indiana, GPA: 3.3/4.0

**Bloomberg Equity Certification** Miami, Florida

**Credit Analysis Training** Bank of America, Naples, Florida

**Desktop Applications** Proficient in Excel, Word, PowerPoint, Dreamweaver, Bloomberg and other applications