

Tracy A. Nazzaro

32 SALT MARSH DRIVE
FERNANDINA BEACH, FL 32034

TELEPHONE: 703-282-3893
EMAIL: T.NAZZARO@UNF.EDU

Florida SBDC at University of North Florida, Jacksonville, Florida **Business Consultant**

02/13 - Present

☞ *Provide strategic advisory and financial consulting services to businesses in Nassau County and Northeast Florida. Roles and activities include:*

- ▶ Development of a strategic expansion plan for a nationwide nonprofit organization that raises funds for medical research related to Rett Syndrome.
- ▶ Advisor to an established lifestyle brand expanding from corporate-owned locations to a franchise model.
- ▶ Due diligence project advisor for investor group seeking to acquire cable television systems.
- ▶ Assist Nassau County-based companies in the preparation of commercial loan packages for both SBA-guarantee and conventional loans.
- ▶ Active member of both the Marketing Committee and Workforce Development Committee of the Nassau County Economic Development Board.

Aldebaran Partners, Inc., Amelia Island, Florida **Partner**

01/03 - Present

☞ *Currently participate in a corporate advisory partnership that serves the expansion needs of developing organizations. Representative assignments include:*

- ▶ Developed a branding strategy for True Edge Pictures, which outlined both brand development and a growth plan, inclusive of the preparation of comprehensive financial pro formas and investor documentation.
- ▶ Developed and implemented the multi-platform distribution of a highly acclaimed documentary video series on the origins of stock car racing, which resulted in the launch of a merchandising initiative under the American Stock™ brand.
- ▶ Developed strategic public communications plan for the State of Illinois.

Aldebaran Communications, Inc., Arlington, Virginia **Vice President**

10/98 – 12/02

☞ *Participated in an international network of independent business advisors to support the needs of high growth companies. Business activities included:*

- ▶ Strategy team member consulting to the government of the United Arab Emirates to maximize operating efficiencies of its international broadcasting network.
- ▶ Provided strategic planning support and business acquisition services to The Anschutz Company and Qwest Communications in the digital video content management sector.
- ▶ Developed business diversification opportunities for WLRN, a Miami, Florida-based public broadcasting station in Internet services and educational media.
- ▶ Formed an educational training and distance learning business in Latin America for the Cisneros Television Group.

Communications Equity Associates, Inc., Hong Kong
Director, New Business Development

06/94 - 02/98

∞ *Sourced new business development opportunities for this US-based investment bank's Asia expansion.*

- ▶ Coordinated the due diligence efforts of domestic US investors for a majority purchase of TV 8 India (New Delhi).
- ▶ Developed business diversification opportunities for Berita Bernama Ltd., the government news service of Malaysia.
- ▶ Developed an Asian region strategic expansion plan for The Box, a digital video music channel based in Miami, Florida.

Communications Equity Associates, Inc., Tampa, Florida
Manager, Research and New Business Development

05/92 - 05/94

∞ *Coordinated market research efforts to identify international business expansion opportunities for client companies, such as Tele-Communications International, Continental Cable and The Chicago Tribune.*

Southern Research Services, Inc., Tampa, Florida
Research Associate

05/89 – 12/91

∞ *Researched, interviewed and recruited qualified engineering candidates for stored energy companies such as Eveready, Duracell and Wilson Greatbatch.*

EDUCATION:

University of South Florida, Tampa Florida
Bachelor of Science, 1991
Major: Communication

PERSONAL:

Married, two children

PROFESSIONAL DEVELOPMENT:

Certified BOSI Advisor – January 2014
Certified Global Business Professional (CGBP) – December 2013
Certified Business Analyst – April 2013
MediaBistro / Social Media Marketing Boot Camp I – June 2011
MediaBistro / Social Media Marketing Boot Camp II – Oct. 2011

SKILLS:

Extensive knowledge of both PC & Mac operating systems.
Currently working simultaneously in both environments.
Demonstrable proficiency in the following software packages:

- ◆ Microsoft Word, Excel and PowerPoint
- ◆ Keynote (Mac)
- ◆ Numbers (Mac)