



Seth Asofsky – Principal

Seth Asofsky offers a unique blend of banking and business experience with emerging, technology-oriented companies. He was a corporate and investment banker for more than 18 years before joining his client, Planet Payment, to build an emerging business into a global, NASDAQ-listed company, serving first as CFO for 5 years and then as SVP, acting in COO and sales functions, for 8 more years. In addition to deep and robust finance credentials, Seth has a multi-faceted business execution background. A problem solver with a knack for simplifying situations, he has been characterized throughout his career as the ideal “right-hand” guy.

During Seth’s tenure as CFO, he was responsible for accounting and corporate finance functions, raising more than \$40 million in private equity and convertible debt placements, and completing a \$10 million IPO placement and admission to the London Stock Exchange’s AIM market. Seth directed, coordinated, and approved all aspects of the accounting lifecycle, including cash flow management, financial projections and statements preparation and Board presentations. He also managed investor relations and investment banker and research analyst relationships.

As CFO, Seth played a key role in the acquisition of two companies, entering into multiple joint venture alliances and expanding the business into Greater China and Europe. In both CFO and SVP roles, he was responsible for designing, maintaining and monitoring financial models and projections, as well as formulating revenue structures and pricing terms and conditions. As SVP, Seth had oversight and responsibility for the day-to-day activities of the Americas business (U.S., Canada and expansion into Latin America) and was the lead conduit from the business-side to operations, software and IT development, risk and finance departments.

Seth’s 18-year banking career included originating and executing public and private equity, merger and acquisition, debt and structured finance transactions. He led the business process services and energy technology investment banking practices at ThinkEquity Partners, and was a Vice President with SG Cowen’s Technology Investment Banking Group, where he helped inaugurate the technology services practice. Earlier, Seth was a corporate banker with Societe Generale, working with U.S. based subsidiaries of foreign corporate and financial buyer clients, and Fortune 1000 companies focused on cross-selling the Bank’s global corporate finance, treasury and banking platform.

Seth holds an MBA from Emory University’s Goizueta Business School and graduated cum laude with a BS dual degree from Syracuse University’s S.I. Newhouse School of Public Communication and Whitman School of Management. He served on the Board of Directors for Island Harvest Food Bank in New York before assuming his current role as a member of the organization’s Monsignor Thomas Hartman President’s Council.

Orlando 407.679.7600

Tampa 813.507.3600

S. Florida 954.651.8044

info@nperspective.net