

DONNA LEWIS MACKENZIE, CPA

SENIOR EXECUTIVE, CEO, CFO, COO

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Expertise: Financial and Operational Leader, VC, Equity and Debt Financing, Mergers & Acquisitions

EXECUTIVE BIOGRAPHY

Passionate, recognized, and respected leader focused on navigating companies during periods of high-growth and change bringing her financial, business, and operational expertise to drive solutions and take advantage of the opportunities in front of them.



- Executive Leadership & Operations Management
- Strategic Planning & Execution
- Mergers, Acquisitions (M&A), & Liquidations
- Venture Capital, Private Equity & Public Markets
- SOX, GAAP, SEC Reporting
- Revenue, Sales Planning
- Legal Affairs & Regulatory Compliance
- Hiring, Team Leadership & Team Incentive Strategies
- Finances, Accounting & Audit Management
- Internal/External Stakeholders & Board Liaison
- Financial Planning, Analysis & Reporting
- Risk Management & Strategic Decision Making
- Budget, Resource, Expense & Cash Management
- Financial Oversight Policies & Processes
- Business Growth Initiatives & Strategies
- Systems Implementation
- Management Consulting

When a company is poised for accelerated growth, launching, or retooling a product or service, facing external challenges, or maybe even at the edge of a precipice - the situation is stressful for all involved. High-intensity situations are environments where Donna has experience and success leading through by combining her financial and business acumen with a calming force and perseverance.

Donna has navigated companies through external forces such as the tech bubble burst, the great recession and most recently the pandemic. She has raised over \$100M in venture, debt, and public financings, often in very difficult times. Specializing in positioning companies for transactions, Donna has led due diligence and negotiations for numerous financings, mergers, and acquisitions (M&A) on both the buy and sell-side, public offerings, and reverse mergers (SPACs).

She is the founder of GroupLM3, an advisory practice focused on second-stage companies providing hands-on services developing and executing growth strategies, navigating the complexities of growth and prepare for financing and exit transactions. Experience includes successful exits to private equity, venture capital raises, and tripling of annual growth rates. As a co-founder of Orlando Opportunity Fund, a qualified opportunity zone fund, she is responsible for investments of the fund. She also shares her QOZ expertise with clients exiting with realized capital gains.

From 2015-2019 Donna served as the CEO/Executive Director of StarterStudio a nonprofit tech accelerator and pre-seed fund. She continues to serve on the board of directors continuing her role expanding the innovative economy in Florida by growing, coaching, and investing in technology companies.

2001-2013 Donna served as Chief Financial Officer of three venture capital backed technology companies leading through \$50M in venture capital raises, and M&A transactions on the buy and sell side. From 2007-2013, Donna was the Chief Financial Officer, IZEA Worldwide Inc. (NASDAQ: IZEA). In May 2011, she and the founder of IZEA jointly achieved a management buyout of 100% of the stock of IZEA, and subsequently took the company public through a reverse merger. Donna also served on the Board of Directors of IZEA from 2011-2012. From 2003-2007 she was the Chief Financial Officer of Channel Intelligence, Inc., a provider of technology to companies to enable customers to buy their products online, subsequently acquired by Google Shopping. From 2001-2003 she served as Chief Financial Officer of Cytura Corporation, which was sold to Mobius Management System (NASDAQ: MOBI).

1999-2001, Donna led early-stage technology and content management solution start-ups with their business strategy and planning. From 1995-1999, she served as director of management consulting firms focused on process improvement and re-engineering service for private and public companies, including Fortune 100 companies.

With a BBA degree in accounting from the University of Alaska, Anchorage, she is a licensed Certified Public Accountant in the State of Florida.

Donna is currently Chair of the Board of Trustees of WMFE 90.7. She resides in the College Park neighborhood of Orlando, Florida with her husband and 3-year-old golden retriever, Daisy, and can be reached at 407-399-5137.