



Jacob Bracken
Chief Financial Officer

Info

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Profile

Highly committed, analytical, and data-driven with strong proficiency delivering financial and operating controls, revenue generation and profitability, and executive-level decision making. Executive Strengths include:

- ✓ Financial Accounting and Reporting
- ✓ Mergers, Acquisitions and Investments
- ✓ Operations Management
- ✓ Stakeholder Management
- ✓ Leadership and Team Collaboration
- ✓ Business Development and Revenue Growth
- ✓ Complex Reasoning and Problem Solving
- ✓ Due Diligence and Risk Mitigation

Certifications

Certified Public Accountant
State of Utah

Employment History

Chief Financial Officer, Roche Enterprises Group of Companies

2019 - Current

Responsibility for the financial oversight, strategy, and performance of businesses in construction and development, hospitality, rental management, agriculture, commercial, industrial, transportation, retail, and financial sectors.

Chief Executive Officer, HG Management, LLC

2011 - Current

Oversee development and operations for diverse global projects, including direct oversight of twenty-six (26) organizations that fall under the following parent companies: Sand Hollow Resort, LLC; Gallup Land Partners, LLC; Green River Companies, LLC; and HG Kauai Joint Venture, LLC. These entities consist of over 40,000 acres of managed properties.

- Accountable for creating a culture and environment that is focused on fulfilling operational objectives in alignment with each company's mission, vision, and values.
- Implementation of policies and procedures that ensure compliance with all company policies and State and Federal Rules and Regulations.
- Plan and direct operations to ensure the highest quality and standards are being met.
- Responsible for fiscal planning, budgeting, and management; solve financial and quality control related issues.
- Provide oversight, direction, and support for public relations and the marketing strategy.
- Demonstrate an excellent work ethic, good people management skills, ability to perform well under pressure.

Chief Executive Officer, HG Kauai Joint Venture, LLC

2013 - Current

Oversee the development of Hokua Place a 97-acre residential community, including strategic, financial, and logistical development.

Chief Executive Officer, Gallup Land Partners, LLC

2013 – Current

Provide financial and strategic oversight for real estate conglomerate that holds land, buildings, rail assets, and operating business in New Mexico. Collaborate with state and government officials to help develop, grow, and provide economic opportunity to the northwest region of New Mexico including the development of Gallup Energy Logistics Park (GELP). GELP, a 365-acre parcel of the property, is one of 10 sites in the country that has received certification as part of Burlington Northern Santa Fe (BNSF) Railway's site certification program. The certification ensures the site is "rail served and shovel ready" for rapid acquisition and development.

Manager, Green River Companies, LLC

2011 - Current

Green River is a 5,000 acre farm situated on an 11,000 acre parcel of land east of the Green River and north of the city of Green River, Utah. Green River Farm's expansive property possesses naturally sustainable features, easy access, and vast opportunity for cultivation.

Developed farmland to prove up the largest privately controlled block of water in Utah.

Chief Executive Officer, Sand Hollow Resort

2006 - Current

Sand Hollow Resort has developed and sold more than 395 home-sites, built a nationally recognized golf course, and developed resort and hospitality operations with more than \$4 million (USD) in annual revenues.

Banner Homes

2004 - 2006

Owned and managed a private business in real estate development, property management, and general contracting, overseeing more than \$25 million (USD) in revenues.

Public Accountant, Adams, Hafen & Company

2001- 2004

Worked with small- to mid-sized, entrepreneur-led businesses.

Education

Brigham Young University, Master's Degree in Accounting