

A personal biography ...

The 5 Most Important Things You Should Know About Andrew Rogerson



- 1) Five time small business owner as President/CEO with day-to-day management and responsibilities including two businesses in his native Australia and three businesses in California. Successes include buying a retail travel agency and **increasing the sales 214% in two years and selling the business for a 240% increase over the price paid.** Also bought two retail stores specializing in office equipment, office furniture and supplies; **increased profitability 246% and sold the business for a 195% increase over the price paid.** Andrew was the CEO of an international wholesale travel company with over \$10,000,000 in annual earnings and the **number one company in sales** on Air New Zealand, the #1 carrier to New Zealand and the South Pacific.
- 2) Internationally experienced manager with expertise in Program Management, marketing and sales, organizational leadership and management, operations and finance, family business counseling, and business transfer. From the ground up, built (in less than 2 years) a fully operational 42 person 24 hour international call center for Hewlett Packard that centralized their internal global Indirect Procurement services with *one of their highest customer satisfaction levels.* **Personally handled 15+ transfer of ownership transactions for sellers and buyers with small- to medium-sized enterprises** in a variety of industries with the ability to ensure the minimal disruption to the companies.
- 3) Founded the local Sacramento office of Murphy Business and Financial, the nation's premier business-brokerage firm (www.murphybusiness.com). The firm provides services to owners wishing to exit business ownership, buyer searches for those wanting to own their own business, business valuations, new franchise sales, business consulting, Machinery and Equipment Appraisals, and Mergers and Acquisitions.
- 4) Education, certifications, accreditations:
 - 2008 – *Author* – **Successfully Sell Your Business – Expert Advice from a Business Broker**
 - 2007 – *International Business Brokers Association*, **Certified Business Intermediary (CBI)**
 - 2007 – *California Association of Business Brokers*, **Certified Business Broker (CBB)**
 - 2007 – *National Equipment & Business Builders Institute*, **Certified Machinery & Equipment Appraiser (CMEA)**
 - 2006 – *Society of Business Analysts*, **Certified Business Analyst (CSBA)**
 - 2006 – *Institute of Business Appraisers*, Past Member
 - 2001 – *Sacramento City College*, Cisco Certified Network Associate (CCNA)
 - 1975 – *La Trobe University, Victoria, Australia*, Bachelor of Arts
- 5) Happily **married to Anne, his wife of 29 plus years, with whom he has raised two children:** Belinda who is married and lives in Davis and recently graduated with her Bachelor's degree from UC Davis, and Cathy who is starting her third year at California State University, Sacramento and majoring in Physical Therapy. Voracious reader of titles on small business leadership and management, politics, economics, theology, all sports and travel. Past Member of Point West Rotary. Enjoys scuba diving, flying, and healthy eating!

Andrew Rogerson, 777 Campus Commons Road, Suite 200, Sacramento, CA 95825

Email: a.rogerson@murphybusiness.com Phone: (916) 570-2674 Fax: (916) 644-6330

Web: www.Andrew-Rogerson.com