



Investment banking and valuation services firm WoodMark Capital Advisors opens its doors in Downtown Orlando

Past Orlando Business Journal CFO of the Year, Woody Whitcomb, and Wall Street veteran Mark Aronson join forces to serve the growing Central Florida business community with their combination of private industry and investment banking experience.

December 16, 2016 (Orlando, Fla.) -- WoodMark Capital Advisors -- a Central Florida-based investment banking and valuation services firm that provides growing organizations with financial expertise to help them navigate all phases of the business cycle, from early expansion to succession planning and sale -- recently opened its doors in Downtown Orlando. The firm's new headquarters is located in the Regions Bank building at 111 North Orange Avenue.

Founded by Wall Street veteran Mark Aronson and Central Florida entrepreneur Woody Whitcomb, WoodMark Capital Advisors provides clients with bottom-up financial services, specializing in mergers and acquisitions, growth capital, business valuation, and employee stock ownership plans. Aronson and Whitcomb bring a combination of private industry and investment banking experience to a single firm to offer clients a unique perspective and expertise previously unavailable in the Central Florida market.

With more than 25 years of deal-related investment banking experience worldwide, Aronson has worked on more than \$9 billion in successful business transactions. Prior to founding WoodMark, he was the managing partner for Liquidity Partners, a boutique investment bank specializing in media and entertainment, and he has worked for a number of firms over his career, including New York City investment banks Alpine Capital and Salomon Brothers. He was also the vice president of strategic planning and business development at Time Warner Cable, where he worked on a variety of transactions, including the acquisition of Turner Broadcasting, and the sales of Court TV and E! Entertainment.

Whitcomb -- who was named "CFO of the Year" by the *Orlando Business Journal* in 2011 -- has more than 30 years of corporate finance experience, highlighted by capital acquisitions and merger and acquisition transactions of more than \$200 million. The co-founder of La Familia Pawn & Jewelry, Whitcomb helped transform the company's rapid growth from start-up to industry leader with capital acquisitions totaling \$40 of both equity and debt capital. Prior to founding La Familia, he was the CFO of Value Financial Services, where he helped engineer a successful \$115 million company sale to a NASDAQ-traded competitor. He has also held corporate financial management roles with Pepsi-Cola, Coca-Cola and Marriott International.

"Central Florida has increasingly become a 'business destination' attracting new organizations and, with it, capital," said Whitcomb. "As someone who's spent his entire career in private industry, I've learned the difference between good deals and bad deals, and have been in many of the same positions as WoodMark's clients. That experience combined with Mark's expertise acquired through his years with investment banking firms enables us to offer organizations a perspective unlike any other organization in Central Florida: The knowledge and experience of both a private sector veteran and investment banking pro under one roof."

For more information on WoodMark and its managing directors, please visit www.woodmarkcapitaladvisors.com or call 407-250-6704.

About WoodMark Capital Advisors

WoodMark Capital Advisors provides full-scale, creative, expert investment banking and valuation services through all stages of the business cycles, from growth and expansion through to succession planning and sale. Founded by Wall Street veteran Mark Aronson and private industry CFO Woody Whitcomb, WoodMark provides clients with a unique combination of experience and insight to reach their strategic goals. Located in Downtown Orlando, the firm's suite of services includes mergers and acquisitions, growth capital, business valuation, and employee stock ownership plans. For more information about WoodMark Capital Advisors and its managing directors, please visit www.woodmarkcapitaladvisors.com.