



## Ray Johnson · 3rd

Founder, Exit Experts | We help CEOs raise growth capital, sell their companies, and achieve financial freedom.

Palm Beach, Florida, United States · 500+ connections ·

[Contact info](#)



Exit Experts



Harvard Business School

### Providing services

Financial Advisory and Financial Analysis

[See all details](#)

## Experience



### Managing Director / Founder

Exit Experts

May 2011 – Present · 9 yrs 7 mos

West Palm Beach, FL

I founded Exit Experts after over 25 years of serving as a founder, president, investor in, and owner of 15 companies. I have led numerous fundraising campaigns and coordinated the exits of multiple companies through acquisitions by reputable strategic partners like Stryker Corp. and Mpac Group plc. This experience allows me to help business owners efficiently and successfully fund, grow, and eventually sell their businesses.

Exit Experts provides M&A and private fund raising services. Despite the coronavirus pandemic, in 2020 we have raised over \$12M in funds for our clients and successful ...[see more](#)



### Chief Financial Officer

**GeoToll**

May 2018 – Present · 2 yrs 7 mos

Cooper City, FL

GeoToll's mission is to provide toll operators with an innovative and robust mobile phone-based toll payment technology that reduces cost and increases revenue. As CFO, I am responsible for fund raising, budgeting, financial reporting, and shareholder relations. We are currently raising \$2M in a Series A Convertible Note round.

**Chief Financial Officer**

ColorOnly Express Salons

Feb 2020 – Present · 10 mos

Fort Lauderdale, Florida, United States

ColorOnly is a unique new chain of express hair color salons that is transforming the traditional salon experience. Our \$30 in 30-minute ExpressColor service is revolutionizing the way women fulfill simple hair coloring needs by providing professional salon quality in less time and for less expense than ever before. As CFO, I am responsible for fund raising, budgeting, fina ...see mor

**Managing Director**

Safewire

Dec 2010 – Jun 2016 · 5 yrs 7 mos

Cooper City, FL

I supported the development and growth of SafeWire since 2010 as the CFO, Managing Director, board member, and as the company's first and largest investor. I raised over \$5M in debt and equity capital for SafeWire and led the sale and transfer of the company's operations to Stryker Corporation in April 2016 in a multi-million dollar transaction. I continue to ...see mor

**President / Co-Founder**

Cytonics

Jun 2006 – May 2014 · 8 yrs

Jupiter, FL

Cytonics is a biotech R&D company that has developed a highly effective treatment for osteoarthritis. I raised over \$18M in equity funding and \$2M in federal NIH grant funding. We currently have our lead drug, a recombinant variant of Alpha-2-Macroglobulin, in clinical trials. continue to be active with Cytonics on matters of strategy, development, licensing, ; ...see mor

[Show 1 more experience](#)
**Education****Harvard Business School**

Master of Business Administration



## University of Florida - Warrington College of Business

Doctor of Business Administration (ABD)

Dissertation: Small Business Mergers & Acquisitions Success Factors

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## University of Michigan College of Engineering

Bachelor of Science in Electrical Engineering, cum laude

Activities and Societies: Sigma Nu, Michigamua

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## Licenses & certifications



### Public Speaking Grad School

Heroic Public Speaking

Issued Oct 2016 · No Expiration Date

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## Volunteer experience

### Investment Committee Member

Aravaipa Ventures

Sep 2016 – Present · 4 yrs 3 mos

Aravaipa invests in early stage companies that develop disruptive technology that will have a global impact on the environment. As an Investment Committee Member, I advise the fund on new and follow-on investments. I also help raise capital for Aravaipa and have been an investor in the fund since 2008.

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### Member

HBS Alumni Angels of South Florida

Oct 2019 – Present · 1 yr 2 mos

The Harvard Business School Alumni Angels Association (HBSAA) is an educational and networking forum for Harvard Alumni and other participants who are interested in researching and investing in early stage companies on an individual basis. We are one of the largest Angel Networks in the world.

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### Chairman

Early Stage Biotech Venture Fund

Nov 2007 – Dec 2011 · 4 yrs 2 mos

Science and Technology

I led the economic development advisory board for the Town of Jupiter's Early Stage Biotech Venture Fund that provided \$3.25M in seed capital funding to 15 early stage biotech companies in Palm Beach County. In 12 years, the fund has had a number of successful exits and only a single loss.



