

Summary

Ed Moy is a senior executive and corporate director with a successful track record in both publicly and privately held companies, and in the public sector. His strengths include: strategic planning, turning around organizations, growing organizations quickly, formulating and implementing public policy, changing workplace culture, and improving board governance. He is known for restoring profitability through organizational integrity, elevating corporate standards and inspiring creative solutions applied to complex problems.

Work Experience

Fortress Gold Group, Sherman Oaks, CA
Chief Strategist

August 2014 – Present

Fortress Gold Group secures individual retirement accounts with precious metals such as gold and silver. Challenge: Increase public visibility in a competitive market to raise brand awareness and sales for the 2014 Inc. 500's 113th fastest growing company.

Actions:

- Advise management on economic trends impacting gold prices and demand.
- Is the public face of the company, including commercials and being in demand for media interviews for television, radio, print media, and Internet.

Results:

- Increased Fortress Gold Group's sales, visibility, and brand awareness.
- Established Fortress Gold Group as a thought leader in precious metal investing and gold IRAs.

Morgan Gold, Irvine, CA
Chief Strategist
Spokesman

2011 - 2014

Morgan Gold is the leader for gold IRA rollovers and physical gold for direct delivery. Challenge: Increase public visibility in a competitive market to raise brand awareness and sales.

Actions:

- Advise management on economic trends impacting gold prices and demand.
- Is the public face of the company, including commercials and being in demand for media interviews for television, radio, print media, and Internet.

Results:

- Increased Morgan Gold's sales, visibility, and brand awareness.
- Established Morgan Gold as a thought leader in precious metal investing and gold IRAs.

L & L Energy, Inc. (NASDAQ Global Select: LLEN), Seattle, WA
Vice President of Corporate Infrastructure

2011 - 2013

LLEN is a publicly traded U.S. energy company that operates coal-related businesses in China. I report to the Chairman and Chief Executive Officer. Challenge: LLEN's growth potential was being held back due to its systems, policies, procedures, and controls not keeping up with its early rapid growth.

Actions:

- Creating the personnel, policies, systems, controls, and organizational structures to support and enable projected rapid growth over five-year period.
- Improving board governance and supporting the Audit Committee.
- Strategic planning and evaluation of business opportunities.
- Improved investor relations and regulatory compliance, including SEC reporting and earnings calls,
- Supporting corporate finance efforts.
- Led effort to challenge class action and derivative lawsuits.

Results:

- Increased investor confidence, decreased criticism of the company.
- Five quarters of successive improving earnings, higher stock price, and higher P/E ratio.
- Created a higher functioning and smaller board.
- Court ruled to dismiss class action and derivative lawsuits against LLEN.
- Elected as an officer of the Company in May of 2011.
- Elected to the Board of Directors in December of 2011 for a term ending September 2012.

United States Mint, Washington, DC

2006 - 2011

Director

The U.S. Mint is the world's largest manufacturer of coins and medals. It produces the nation's circulating coinage, official numismatic products, gold and silver bullion, and protects the nation's gold supply. Ed was appointed by the President of the United States, confirmed by the U.S. Senate, and reported to the Secretary of the U.S. Department of the Treasury and was subject to congressional oversight. Challenge: Improve the performance and revitalize one of the oldest and well-known government agencies.

Actions:

- Chief executive officer with full P&L responsibility.
- Led 2,000 employees in six facilities across the nation: four manufacturing plants, Fort Knox Bullion Depository, and the Washington, DC headquarters.
- Managed labor relations and collective bargaining with multiple unions.
- Testified regularly before Congress.
- Represented the United States to the bi-annual international Mint Directors Conference.

Results:

- Earned the top REBRAND 100 Global Award for re-branding initiative.
- Increased annual revenue 213% from \$2.3 billion to \$4.97 billion during an economic downturn by optimizing product portfolio.
- Increased bullion coin business by 975% to a record \$3.5 billion revenues.
- Increased profits from \$680 million to \$1.1 billion.
- Improved Best Places to Work in Government ranking to 57 from 211.
- Reduced recordable injuries from 3.97 to "best in class" 2.27 per 200,000 hours worked.

- Negotiated a new five-year collective bargaining agreement.

The White House, Washington, DC

2001 - 2006

Special Assistant to the President for Presidential Personnel

The White House is the official residence and principal workplace of the President of the United States. Challenge: Staff an entire government during a complete changeover of presidential administrations and doing so with a late start due to the delayed election results.

Actions:

- Recruited and recommended candidates to the President for the most senior political appointments to cabinet departments and cabinet-rank agencies, independent agencies, and part-time presidential boards and commissions.
- Regularly briefed the President, Vice-President, and the White House Chief of Staff.
- Coordinated with most White House offices.
- Coordinated with members of the President's Cabinet.

Results:

- Completed over 500 c-level searches in five+ years.
- Attained 57% diversity in both ethnicity and gender.
- Helped create the U.S. Department of Homeland Security and staff the management directorate.
- Became the fastest-staffed administration in modern history.

The Genesis Group, Washington, DC

1996 - 2000

Co-Founder and Principal

Co-founded a consulting practice that advised and provided services to rapid-growth companies primarily in health care services. Challenge: Found and sustain a consulting firm.

Actions:

- Generated new business.
- Provided various services for clients, including strategic planning, raising capital, recruiting management teams, providing management services, and advising on mergers and acquisitions.

Results:

- Developed a business plan for a start-up discount bookstore chain operating in luxury outlet malls, selected five initial sites, and oversaw the build-out of the first five stores.
- Developed a business plan for a online recruiting service that matches volunteers, donors, and faith-based nonprofit organizations.
- Raised \$75 million for a nursing home management buyout.
- Secured Medicare HMO contracts for two investor-backed managed care companies.
- Negotiated a joint venture to develop a Medicaid HMO in South Carolina.
- Developed a business plan for a start up long-term care facility survey company.
- Developed a business plan for a national Asian senior citizens membership association with health benefits, which became a successful business supplying call center services in multiple languages.
- Aided in successful turnaround of a \$100 million managed care services company by significantly reducing their accounts receivables.

First Hospital Corporation, Norfolk, VA

1994 - 1996

President and Chief Executive Officer of FHC Managed Health Systems

Senior Vice President of First Hospital Corporation

Vice President of Options Mental Health

FHC is a large privately held national behavioral health care company offering intensive case management and counseling services. Challenge: Develop a new business unit in a highly regulated environment.

Actions:

- Chief Executive Officer of the Medicaid HMO subsidiary with full P&L responsibility.

Results:

- Secured first round of funding.
- Awarded HMO licenses in multiple states.
- Negotiated several Medicaid contracts.
- Negotiated a joint venture.

OakTree Health Plan, Philadelphia, PA

1994

Senior Vice President for Business Development

OakTree was a start-up Medicaid HMO funded by a syndication of venture capital firms. Challenge: Developing expansion opportunities in a highly regulated environment.

Actions:

- Identified and developed new business opportunities, expansions into other states, and new products.

Welsh, Carson, Anderson & Stowe, New York, NY

1993

Exclusive Advisor

WCAS is a large private equity firm investing in healthcare services and information/business services. Challenge: To find new deals in a very competitive market.

Actions:

- Identified, contacted, and evaluated potential leverage buyout candidates in the managed health care industry.
- Advised the firm and its portfolio companies on health care reform efforts, managed care trends, and Medicare and Medicaid matters.

Results:

- Invested in Emerald Health Network.
- Elected to the Board of Directors.
- Identified several acquisition candidates for WCAS portfolio companies.

Federal Health Care Financing Administration, Washington, DC

1989 - 1993

Director of the Office of Managed Care

HCFA is the federal government agency that oversees and manages Medicare and Medicaid and is the predecessor to the Centers for Medicare and Medicaid Services. Challenge: Jump start the effort to integrate managed care into our nation's largest health insurance programs.

Actions:

- Served as a politically-appointed senior executive.
- Regulated the HMO industry.
- Administering the Medicare and Medicaid managed care programs and a budget of \$11 billion.
- Formulated national managed health care policy.

Results:

- Increased the number of contractors by 86%.
- Increased the number of Medicare and Medicaid beneficiaries enrolling in managed care programs by 225%.
- Introduced a Medicare PPO option, secured contractors, and enrolled 500,000 beneficiaries.
- Streamlined the Medicaid waiver process, saving taxpayers over \$1 billion per year.

Blue Cross Blue Shield United of Wisconsin

1979 – 1989

Executive Development Program

Field Sales Manager

Account Executive for Major and National Accounts

Sales Representative for Alternate Delivery Systems

BCBSUW was the dominant health insurer in Wisconsin and part of the Blue Cross Blue Shield Association. Challenge: Grow the relatively new managed care division into a dominant business unit.

Actions:

- Sold a complete portfolio of employee benefits to large Wisconsin-based corporations.

Results:

- Awarded as one of the most valuable employees after increasing book of business by 230%.
- Earned Top Producer Award.
- Increased managed care sales by 450% in three years.
- Chosen by the Chairman to be developed as an executive.

Education

University of Wisconsin-Madison

1975 - 1979

Bachelor of Arts

Triple major in economics, international relations, and political science.

Related Professional Activities

Professional Coin Grading Services, a subsidiary of Collector's Universe

(NASDAQ: CLCT), Newport Beach, CA

Autograph License for the most respected name in third-party coin certification. Provide exclusive autographs to PCGS coin products. Increased sales of coin grading services due to increased demand for autographed coin products.

Print Interviews

Washington Post, New York Times, Wall Street Journal, USA Today, Washington Post, Fortune, Forbes, U.S. News and World Report, and Associated Press.

TV Interviews

ABC, CBS including 60 Minutes, NBC, PBS including Jim Lehrer News Hour, CNBC, MSNBC, Fox News Channel, Fox Business Channel, BBC, Bloomberg TV.

Radio Interviews

ABC Radio, NPR including All Things Considered, Federal News Radio, BBC Radio.

Web-based Interviews

about.com, theStreet.com, SeekingAlpha.com, InvestorPlace.com, Lignet.com, washingtonpost.com, wsjonline.com, CNBC.com, MarketWatch.com, Forbes.com.

Selected Speeches and Remarks

Keynote commencement address for Union University, Tullis-Dickerson & Co. investor and portfolio companies conference, Welsh, Carson, Anderson & Stowe investor and portfolio companies conference, Venrock general partners meeting, American Numismatic Association's Summer Convention, Young Presidents Organization, United States Pan Asian American Chamber of Commerce.

Boards of For-Profit Companies

2013-present L & L Energy, Inc. Advisory Board.

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| 2012 | L & L Energy, Inc.: a NASDAQ Global Select company (LLEN) that operates coal-related businesses in China. |
| 2000-2001 | XactiMed: a venture capital-funded Internet health care technology company that used XML and rules-based intelligent algorithms that streamlined hospital reimbursement. The company was successfully acquired. Served on the Compensation Committee. |
| 1994-2001 | EHN Holdings, Inc.: the largest managed care company in Cleveland, OH. The company was successfully acquired. Served on the Audit Committee. |

Selected Boards of Nonprofit Organizations

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| 2013-present | School of Business and Economics at Seattle Pacific University: the only accredited graduate business school at a Christian university. Served on the Executive Advisory Committee and the Executive Committee for The Center for Integrity in Business. Delivered the keynote address for the graduating students' banquet and celebration. |
| 2000-2009 | Christianity Today International: Billy Graham's magazine company, which is a 501(c)(4) with \$25 million in annual revenues. Served as a member of the Executive Committee and Chair of the Audit/Finance Committee. |
| 2007-present | Tau Kappa Epsilon Fraternity: largest college social fraternity in the United States. Currently Chair and served as Vice Chair, Treasurer, and Secretary. Responsible for implementing the Carver policy governance model, which contributed to the best financial and membership growth performance in 40 years. |

Governmental Boards

- 1988-1989 Board on Health Care Information for the State of Wisconsin: Appointed by the Governor to oversee the deregulation of hospital rates.
- 1988-1989 Equal Rights Council for the State of Wisconsin: Appointed by the Governor to advise the Governor on civil rights. Elected Vice Chairman.

Selected Awards

- 2009 Alexander Hamilton Medal, the United States Department of the Treasury's highest award
- 2008 Tau Kappa Epsilon's Circle of Excellence Award for professional achievement
- 2007 Elected as a Fellow to the International Korean-American Society
- 2006 Asian Pacific American Institute for Congressional Studies Lifetime Achievement Award
- 2005 Tau Kappa Epsilon national Alumni of the Year
- 2004 Inducted to the Carl F.H. Henry Society of Fellows at Union University
- 2002 United States Pan Asian Chamber of Commerce Excellence Award for Public Service