
EDWIN FARAH

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ACCOMPLISHED CHIEF FINANCIAL OFFICER / CHIEF OPERATING OFFICER

- Highly motivated and experienced management professional skilled in orchestrating business strategy, client service, and operational excellence for successful organizations in the Financial Services industry; scope of experience includes financial planning, regulatory compliance, P&L management, and liquidity management.
- Served an instrumental role in the \$480M sale of Prudential Bache to Jefferies & Company in 2011, overseeing the global integration of Bache into the Jefferies platform.
- Visualizes broad situations and executes focused strategies through exceptional leadership, with a command of the details necessary to ensure the successful resolution of complex issues. Skilled in quick-thinking and devising creative solutions to complex problems, capturing increased efficiency and productivity.
- Excels in the leadership and implementation of business planning processes while developing strategies to meet future challenges; leads initiatives focused on revenue growth and improved collaboration, as well as internal process improvement and efficiency.

CORE SKILLS AND COMPETENCIES

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|----------------------------------|----------------------------------|--------------------------|
| ▪ Operations Leadership | ▪ Process Improvement | ▪ Process Improvement |
| ▪ Financial Planning/Forecasting | ▪ M&A/Business Integrations | ▪ P&L Management |
| ▪ Management/Financial Reporting | ▪ Risk Management | ▪ Mergers & Acquisitions |
| ▪ Regulatory Compliance | ▪ Strategic Planning & Execution | ▪ Cost Containment |
| ▪ Divestitures | ▪ Executive Leadership | ▪ Liquidity Management |
| ▪ Finance Team Turnarounds | ▪ Crisis Management | ▪ Talent Management |

SELECTED CAREER ACHIEVEMENTS

- **PGIM PRIVATE ALTERNATIVES.** *Orchestrates and leads all corporate finance functions, including planning and analysis, capital management and strategic business finance analytics across all of PGIM's private businesses on a worldwide scale. PGIM, the asset management arm of Prudential Financial is one of the world's leading money managers with over \$1 Trillion of AUM.*
- **JEFFERIES & COMPANY.** Directed a team of 20 controllers and financial analysts engaged in accounting, treasury, analysis, and reporting for a \$200M division.
- **JEFFERIES & COMPANY.** Delivered over \$25M in savings by improving management reporting and debuting policies governing T&E and Market Data expenses.

PROFESSIONAL EXPERIENCE

PGIM PRIVATE ALTERNATIVES, NEWARK, NJ

(2015 to Present)

Chief Financial Officer

Chief Financial Officer of PGIM PRIVATE ALTERNATIVES (\$310B in AUM) which brings together PGIM's investment capabilities across private credit, real estate equity and debt, private equity and agriculture.

JEFFERIES & COMPANY (FUTURES DIVISION), NEW YORK, NY

(1999 to Present)

A demonstrated record of success and achievement at this investment bank and financial services company, marked by a series of promotions to positions of increased influence, authority, and accountability. Started with the Securities and Futures Division of Prudential Financial, transitioning to Prudential Futures (Bache Commodities) after the formation of the Wachovia/Prudential Securities Inc. Joint Venture in 2003. The unit was then sold to Jefferies & Company in 2011.

2011 to Oct 2015: Managing Director and Futures Division CFO, Promoted from SVP in 2014

Fulfilled a critical executive leadership role managing the operations of Jefferies Bache LLC (FCM), Jefferies Limited (UK FCM), and Jefferies Bache Financial Services (RSD) while serving as the Chief Financial Officer of the Futures Division, managing a team of 20 controllers and financial analysts engaged in accounting, treasury, analysis, and reporting for a \$200M division.

- *Responsible for all global financial planning and forecasts; tracked and reported key economic and financial trends as well as business drivers. Presented quarterly and annual financial results to the senior executive team.*
- *Led the implementation of Oracle and PeopleSoft accounting systems.*
- *Maintained accountability for liquidity management, capital planning, and day-to-day treasury activities, including balance sheet, cash, and capital.*
- *Exercised responsibility for compliance with a complex landscape of domestic and international regulatory requirements, including Dodd Frank, EMIR, Volker, AML, and KYC.*
- *Delivered over \$25M in savings by improving management reporting and debuting policies governing T&E and Market Data expenses. Additionally, increased profits by merging desks and eliminating positions on a global scale.*
- *Led a global \$2 billion credit line portfolio with over 450 customers, maximizing revenue and managing liquidity.*
- *Innovated the Futures Division Liquidity Contingency Funding Plan to define a plan of action in the event of crisis situations and periods of market stress; assumed a lead role managing the division's liquidity, navigating the 2008 financial crisis.*
- *Responsible for the Future Division's annual merit and incentive bonus programs, and served as a point of contact for all compensation issues; advised the division CEO on compensation strategies to improve the retention of top talent.*
- *Supported negotiations with JPMorgan and 11 banks to launch a \$950M credit facility in July 2011, followed by a \$750M renewal in August 2014. Served an integral role in the negotiation of \$1 billion in long- and short-term credit facilities that achieved \$19M in savings in 2008.*
- *Served on the Futures Management Committee, providing guidance and direction to the division's CEO and COO on growth and profitability initiatives. Also served as a member and Futures Division representative on the Asset and Liability Committee.*

1999 to 2011: Vice President of Financial Management, Promoted from AVP in 2001

Served on the executive team of the Futures Division, identifying and securing long term growth and profit opportunities.

- *Skyrocketed revenue from \$142M in 2002 to \$220M in 2010, with pre-tax income expanding from \$5M to \$35M, a 700% increase.*

Early Career

Portfolio Administration Supervisor / Fixed Income Performance Analyst / Accountant, Lazard Freres & Company, New York, NY
Financial Analyst, Alliance Capital Management, New York, NY

EDUCATION & PROFESSIONAL LICENSES

LONG ISLAND UNIVERSITY - **Master of Business Administration, Concentration in Finance**

LONG ISLAND UNIVERSITY - **Bachelor of Science Degree in Finance**

FINRA Series 7, Series 63

Language Skills: Fluent in English and Spanish