

## WILLIAM MASUCCI

### Responsibilities and Introductory Information:

I have been the CEO/CFO for a large single family office based in Upstate NY for approximately 15 years. My sole reason for considering a change is that the Patriarch is nearing 89 and is requiring me to relocate to Florida with no succession plan in place should he pass. I inherited, on the financial side an asset base with no allocation or other cohesive plan to manage the money effectively. It was basically office managers deciding what they wanted to purchase that day without regard to how one decision affects another. The Patriarch then gave me the full responsibility of managing the assets for the family. In addition to starting with a large asset base, I oversaw the proceeds from their liquidity event and have had full discretion over the portfolio with responsibility ranging from asset allocation, to manager selection, to performance reporting and everything in between. The Patriarch has no involvement in the process at any level and chooses not to. I am responsible for all due diligence and all decisions managing the entire portfolio and have P.O.A. over the assets. The allocation ranges from long equities, to alternatives, to a broad fixed income mandate. Some of the portfolio I manage myself, while some of it I act as the quarterback to outside managers. I have also put in place safeguards to double check the activity. I also have P.O.A. over the family's banking relationships and manage all cash flow, bill paying, and customary banking needs as expected for a high net worth family. While most family offices for the ultra- rich have multiple people doing multiple things, they choose to have me perform all duties in all areas for them with just some administrative help. To put in candidly, I basically do everything for the family from financial to non- financial management.

In addition to the financial management, I oversee the buying and selling of commercial and residential real estate, the purchase and sale of yachts, planes and automobiles. I handle and coordinate with both accountants and attorneys on both tax and legal matters for the family. I perform the due diligence and annual reviews for all the family's insurance needs. I have been through NY State Audits successfully and was responsible to ensuring the family met the threshold. I am the conduit between generation one and all other generations within the family tree. I have also managed the family's golf course business, logging projects on vacant wooded land, and multiple other projects on an ad hoc basis. I also have the responsibility of hiring the domestic staff, hiring administrative personnel for their home office and managing all those functions. Virtually every decision that has to be made at any level comes through me.

I have been asked and have spoken at several family office seminars over the years on multiple topics from finding safe investment havens to asset allocation to managing a single family office. I have also been involved with the Family Office Exchange and their initial investment committee and am often asked to give my view on various issues. I can provide class A references should we get to that point.

The duties described only touch on the scope of thing I do on a daily basis. I am basically performing the function of 3 people myself as the family doesn't trust and doesn't understand the magnitude of managing their wealth. While it has been a great learning experience, the factors outlined above are leading me to consider other opportunities. I am willing to relocate.

Feel free to contact me anytime at 585-737-5381.