

Maureen Short, MBA

Public Company Chief Financial Officer

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Throughout my career and as the former CFO of a \$4 billion publicly traded company, I have gained expertise guiding organizations through significant transformations, digital disruption, crisis situations, and aligning management teams on strategic planning and how to increase shareholder value. I have more than 25 years of operational leadership experience at multi-site retail/consumer, franchise, fintech, entertainment, and telecom companies ranging from \$2B to \$25B in revenue including Rent-A-Center, Blockbuster, and Sprint. I am a strategic, results oriented leader with the ability to drive insightful and constructive discussions and to challenge and nurture teams through major change and strategy execution. As a trusted advisor to the CEO and Board of Directors, I've presented at Board and audit committee meetings for over 8 years, advised on capital allocation strategies, and collaborated to navigate challenges. I have served on non-profit boards and am qualified to serve on and chair audit committees as a financial expert.

For 6 years, I served as CFO of Upbound Group (NASDAQ: UPBD), formerly Rent-A-Center (NASDAQ: RCII) and Acima, a \$4 billion omni-channel retail company which provides technology-driven financial solutions to low-income customers. As CFO, I navigated the organization through an extraordinarily challenging time of change and transformation including activist investors joining the board causing significant C-suite and Board turnover, the potential sale of the company, a large strategic acquisition, and the successful turnaround of the business. By enhancing the value proposition, executing a store optimization plan, and implementing a \$140M+ restructuring plan, we were able to double the stock price in 2 ½ years and cancel the sale of the company. As a strategic CFO, I managed 150 employees and built high performing teams who partnered with the business to drive operational execution in fast-paced, high growth environments. I also helped champion Upbound's inaugural Environmental, Social, and Governance (ESG) Report and mentored 40+ women as an Executive Sponsor of the Diversity Council.

My extensive experience with investors as the head of Investor Relations and as CFO, enables me to see the businesses not just through a customer lens but also see how investors and shareholders will react. Following a \$1.65 billion strategic acquisition, I helped steer the organization through transforming the business from a retail company to a fintech company, which included increasing digital channels, growing ecommerce to 25% of revenue, and changing the corporate name. I oversaw the development and execution of the integration strategy, \$50M+ synergies execution plan, and investor messaging to support a higher multiple valuation. I've led due diligence on multiple billion-dollar M&A deals and successfully raised \$1.8B in capital during a tough macro-economic environment.

With more than 8 years of experience in public company boardrooms, I advised the Board on capital allocation strategies and oversaw the annual Enterprise Risk Assessment. I've held numerous advisory roles on the Disclosure Committee, the Cybersecurity Steering Committee, the Pricing Committee, and the Compliance and Risk Committees. I'm knowledgeable about current governance practices and was responsible for SEC and regulatory compliance on financials and managed relationships with the external auditors, investors, and bankers.

Prior to Upbound, I held Strategic Planning and Finance positions at Blockbuster (NYSE: BBI) and Accounting and consulting roles at Sprint (NYSE: S).

Board Assets

- Public company C-Suite
- Financial expert
- Turnarounds
- Crisis strategist
- IR & activist experience
- M&A
- Compliance/Risk
- Growth strategist
- Digital transformation
- ESG
- Cybersecurity
- Non-profit boards

Board Experience

- Upbound Group – 8 years of board experience
- National Charity League – Audit & Nominating Committees
- SPCA of Texas (Jan-24)

Awards

- *"50 Women to Watch for Boards"* by 50/50 Women on Boards identifying women who have the experience to serve on public boards
- *"Next Up 50"* by BoardProspects for candidates poised for their 1st public board

Education

- University of Florida Warrington School of Business, MBA in Finance and Marketing
- University of Kansas, BS in Business Admin
- London School of Economics, Int'l Business and Economics program