



THINKING OUTSIDE THE BOX

HPP Bio – Keith Cripe

Keith is a highly experienced finance and accounting professional with over 35 years of experience across a variety of industries, the majority as Corporate Controller, VP Finance or CFO. Keith's primary focus has been in the manufacturing sector where he has worked with companies ranging in size from early stage to the Fortune 25.

Keith's experience includes starting up manufacturing plant operations in China and Mexico having even worked in Mexico for 2 years. This international experience has given him extensive skills in foreign currency exchange, hedging activities and credit facility negotiation with foreign banks.

Keith's experience with HPP came at Avure Technologies where from 2007-2002 he served in the roles of Corporate Controller, Vice President – Finance and Administration and Chief financial Officer. While there he frequently advised customers on topics ranging from how to set up their books to strategies for obtaining financing.

Go To Market LLC

Keith is a principal with GoToMarket LLC, a 13 year old marketing services company, that provides interim marketing leadership and operational marketing and business development services to early-and-mid stage technology, services and capital equipment companies across various industry sectors: from initial funding through company launch and sustained revenue growth. GoToMarket has played an integral role in creating and establishing unique market and product positions that has resulted in win-win mergers and acquisitions. For more information regarding GoToMarket clients visit www.gotomarket.com.
