

# **LARRY HEBERT**

## **Business and Management Consultant**

### **PROFESSIONAL EXPERIENCE**

Larry Hebert started his business career over 40 years ago. During that time his professional experience has included both entrepreneurial and corporate ventures. He has served on boards of directors for both profit and not-for-profit organizations.

Larry is a business and management consultant specializing in cash flow management. He created The Cash Flow Management System encompassing annual and monthly cash forecasting along with an Open-to-Buy Inventory Purchasing System used in controlling inventory purchases relative to forecasted sales and projected annual turns. He has developed proprietary spreadsheets that forecast and monitor cash flow and provide tools to recognize issues and formulate solutions before they have a negative impact on the company.

He also has expertise in financial analysis, strategic planning and CEO coaching. Larry consults with clients on operations and business management practices, as well as strategy development and tactical implementation. Along with his private practice he is an advisor for the Santa Cruz Small Business Development Center in Aptos, CA, and conducts business seminars for would-be entrepreneurs and business owners for the County of Santa Cruz and the El Pajaro Business Development Corporation. He has been a guest speaker at the 82% Micro-Business Symposium at Cabrillo College presenting on cash flow and its impact on small businesses.

Larry was the President/COO of Coval Molecular Coatings in Petaluma, CA, and the founder, President/CEO and of Body & Sole, a chain of athletic retail stores. He was a principal and manager of Small Business Consultants, specializing in retail and wholesale consulting, taxes, and strategic planning. He has served as region and national sales manager for Reebok International and was co-founder and President/CEO of Sportech, Inc., a company manufacturing and distributing Quikstats baseball PDA's.

His list of current and former clients includes Jelly Belly Candy Company, Trinity Fresh Produce, Farmers Exchange, Zen Island, The Skylight Place, Wonderfully Raw, Argo Logistics, Bluestone Imports, Santa Cruz Artisans, Botanic and Luxe, Childish Santa Cruz, Agency, Hidden Peak Teahouse, Kaiwa Art and Play Space, Old School Shoes, Home/Work, Hip & Chick Organiks, Bunny's Home and Garden, Big Mike's Performance Parts, Westside Physical Therapy and Wonderland Toys among others. His business focus has been in the retail and wholesale distribution industries.

Academic clients have included the University of New Haven in Connecticut and California Baptist University in Riverside, CA.

He has been a certified loan broker for the Small Business Administration and worked with clients in acquiring funding for their organizations.

Larry is currently on the Board of Advisors for Lighthouse Bank in Santa Cruz, CA. He has served on the Board of Directors of Coval Molecular Coatings in Petaluma, CA, Auto-Graphics, a publicly held software company headquartered in Pomona, CA, and Bay Federal Credit Union in Capitola, CA. He is also a past member of the Board of Directors of The Boys and Girls Club of Santa Cruz.

He has served as the Regional Director, Adjunct Faculty and Senior Class Advisor for the Graziadio School of Business and Management at Pepperdine University.

Early in his career, Larry played professional baseball in the St. Louis Cardinals organization and was a golf professional at La Rinconada CC in Los Gatos, CA and Pasatiempo GC in Santa Cruz, CA.

## **EDUCATION**

MBA Pepperdine University

B.A. California State University, Sacramento

## **ACADEMIC EXPERIENCE**

Larry was formally trained as an instructor and taught math upon graduation from college. He has also been a guest speaker and instructor at seminars focusing on business development, marketing, financial analysis, strategic planning and operations. In addition, Larry has served as an adjunct faculty/class advisor for sixteen Executive MBA classes at Pepperdine University's Graziadio School of Business and Management, an international recognized Top 20 Executive MBA program. His responsibilities included closely engaging with students in developing strategic plans for their project organizations as well as mentoring and tutoring each individual across the academic disciplines required for graduation. Larry was also a professor of Strategic Business Studies at California Baptist University.

## **CONTACT INFORMATION**

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