

Acertitude Recruits CFO to BFC Solutions' Leadership Team

Ken Davis brings decades of financial and operational leadership to the largest preventive maintenance service provider for commercial HVAC systems in the US.

NEW YORK (Apr. 16, 2020) — Acertitude, the executive search firm unleashing human potential globally, has recruited Ken Davis as chief financial officer of BFC Solutions (formerly Bonded Filter Co.), the largest self-performing, preventive maintenance service provider for commercial HVAC systems in the U.S.

Mr. Davis will play a central role in influencing strategy and operations through his ownership of the finance function. Crucially, he will help drive the company's continued transformation, following its 2018 merger with PureAir and continued backing by private equity firms AVALT, Gemini Investors, and Riviera Investment Group. With a growing national footprint and 600-person team, BFC Solutions serves top Fortune 500 companies in the retail, restaurant, convenience store, grocery, financial, entertainment, and healthcare industries.

"Ken is a dynamic CFO with a great blend of hands-on functional leadership and top management consulting experience. He is exactly who BFC Solutions needs in the financial driver's seat right now," says Kevin O'Neill, managing partner of Acertitude. "Operational CFOs are mission-critical to companies like BFC with big growth and transformation ambitions. And, all the more so, as all business shifts its focus to financial stability and positioning themselves to thrive when the economy recovers."

Davis contributes an arsenal of experience as a c-level leader of manufacturing, distribution, and services businesses and as a global management consultant with McKinsey and Boston Consulting Group. Most recently, he served as vice president of strategic pricing for Asurion, where he developed products and optimized pricing to drive revenue and EBITDA growth. He was previously principal at BCG, with responsibility for large-scale enterprise transformation and change programs. Before that, he spent over a decade in roles including COO, CFO, and President at Davis Beverage Group and three years in consulting roles at McKinsey.

Acertitude's Industrial Practice, led by Managing Partner Kevin O'Neill and Partner Geoff Votta, delivered on the CFO search in close partnership with AVALT Partner Mark Verdi. This marks the

team's eighth completed search for BFC Solutions since 2018, among which include chief revenue officer, president, and EVP, operations.

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About Acertitude

Acertitude is the executive search firm unleashing human potential. We discover, connect, and empower brilliant people at work. Our approach to search creates human connections, uses sophisticated data and behavioral analytics, and brings your inside story to life. Our team specializes in the consumer, financial, healthcare and life sciences, industrial, private equity, professional services, and technology industries. Explore how to unleash your potential: www.acertitude.com.

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