

GEORGE LIEBMANN, President

WORK HISTORY

PHENOMENON STRATEGY GROUP, LTD.

President

WORLDWIDE

August 1992-Present

Founded product development, marketing research and strategic planning consulting firm. Specializing in Mergers & Acquisitions in commercial real estate and energy projects from \$25M- \$2 Billion, product development, branding strategy, new technology analysis, market research, reengineering, corporate communications, acquisitions research, business plans, value chain analysis and systems and non-linear modeling of process flows for industrial companies. The Company has advised on several billion dollars in assets for high net-worth and institutional clients. Since 2021, he has been focused on development of new business models and R&D on a new green building technology that he invented and on real estate acquisitions wherein he is advising major global private equity funds.

Previously, Mr. Liebmann was interviewed in *AsiaWeek Magazine* and served as Managing Agent of Permafresh Corporation. Additionally, he served as Affiliate of Longstreet Worldwide, LLC (see below). In 2013, Mr. Liebmann advised both Buyer and Seller on the successful disposition of the 349 room Wyndham Garden Hotel, Newark Airport. He has advised funds on the acquisition of several large office towers, distribution centers and hotels in Europe, USA and Australia. In 2017, he co-developed a B2B model for a B2C Fortune 500 company. He has also represented several large property funds in their pursuit of major office towers and distribution centers throughout the world. Through his many years as a manufacturing entrepreneur and as an M&A advisor, he has built a global network of executive contacts throughout industry and finance. He is willing to relocate for the right fit and has spent years working on projects with 50% + travel time.

LONGSTREET WORLDWIDE, LLC

Corporate Affiliate/Partner, Project Sourcing & Strategic Development

WORLDWIDE

October, 2011-October 2021

Assisted the Managing Partners of the Beverly Hills, CA-based international investment bank in screening investment opportunities in the Commercial Real Estate, Hotel, Multi-Family Housing, Energy, Infrastructure, and Manufacturing sectors for Longstreet's 300+ institutional investors including sovereign wealth funds, insurance companies, hedge funds, REITs, and family offices. Mr. Liebmann has evaluated several billion dollars in assets for sale or funding in several countries including USA, Netherlands, Italy, Australia, Saudi Arabia, and the United Kingdom. He maintains a network of contacts at several large funds, construction companies, multinational corporations and brokerages throughout the world. Longstreet was the leading investment bank specializing in off-market commercial real estate.

PERMAFRESH CORPORATION

Chairman of the Board

Chief Executive Officer

NY, NM, CA, VA, CANADA

1994-2016

Founded venture company to commercialize 5 U.S. Patents and foreign patents in 26 countries awarded to him for wine and food preservation systems that he invented that dramatically extend the shelflife of wines, foods, and other perishables without altering the food. Authored business plans, raised \$4+ Million in seed financing from 38 investors and banks. Led organization to completion of seed round and completion of R&D process and production tooling from an idea developed at age 17. Negotiating global supply and manufacturing contracts with several large companies in 5 countries. Developed relationships with several large distributors in wine, kitchen, and food sectors. Achieved FDA and other requisite government preapprovals for launch. Performed and commissioned several marketing, engineering studies with New York Testing Laboratories, Inc., Sandia National Laboratories, Los Alamos National Laboratories, Thunderbird Business School, INSEAD, University of New Mexico Anderson School of Business, Dartmouth College Thayer School of Engineering, Smart Design, Inc., Enta Design LLC, Morelli Designers LLP. Lectured at Dartmouth Thayer School of Engineering and UNM Anderson School of Business. Featured in coverstory in *Inc. Magazine* in December 2000. Feature stories in *Albuquerque Tribune*, 1999, *Pecos Valley Star*, 1999. Lecturer, US Minority Business Development Agency/US Small Business Agency Annual MEDWEEK Conference, Washington, 2001. Developed network of thousands of powerful contacts throughout industry and government. Supervised hundreds of individuals and manufacturing partners.

THE UNITED CEREBRAL PALSY RESEARCH AND EDUCATIONAL FOUNDATION

Member of the Board of Directors

NEW YORK, WASHINGTON

1999-2009

Member of Board of Directors, Strategic Planning Committee, Policy Overview Committee, CEO Search Committee of leading national foundation in support of research into treatment and cures for Cerebral Palsy and related developmental brain disorders. Confidential advisor to President and CEO during leadership transition. Also assisted Foundation by exploring a Turkish extension to its Middle East MERC Program. Worked closely with Foundation Chairman Paul Volcker and numerous devoted business leaders.

THE NEW MEXICO ENTREPRENEURS ASSOCIATION
Member of the Board of Directors

NEW MEXICO
1999-2001

BUSINESS ADVISOR
Business Advisor for Prominent High Net Worth Individual

NEW YORK, NY
June 1995-December 1996

HENKEL CORPORATION & HENKEL KGaA
Consultant to the Executive Committee

NEW YORK, CHICAGO, PHILADELPHIA, TAIPEI
August 1993-October 1995

As consultant, managed industry analysis and strategic planning projects for senior executive management of one of world's largest industrial corporations (\$15+ billion per year in sales). Led negotiating team for major purchase of raw materials from large Taiwanese conglomerate. Reported to Mr. Christoph Henkel, Vice-Chairman and major shareholder of Henkel KGaA and the Executive Committee of Henkel Corporation. Projects included reengineering major subsidiary, systems modeling of material and pricing flows, acquisitions research in the vitamin, and premium shampoo sectors, industrial analysis, branded product development. Worked extensively in food additives and vitamin business and with advertising consultants at Young and Rubicam, NPD, and Wunderman Cato Johnson. Research into raw material supply problems led to restructuring of industry, reducing raw material costs by more than 65%. M&A research led to refinement of branding approach on existing brands and avoidance of costly overbidding on shampoo brands.

CATALOGUE TV/STYLE TV/STYLE PRODUCTIONS
Consultant to the President

NEW YORK, NY
1994-1995

Industrial analysis. Authored business plan for new cable channel which earned cooperation of 2 large multibillion dollar strategic partners. Authored various corporate communications in conjunction with release of "Catwalk" motion picture.

A MAJOR CABLE AND BROADCAST COMPANY
Consultant

NEW YORK, NY
Fall, 1994

Researched and authored 120 page industry analysis analyzing consequences of technological and regulatory change in cable and broadcast industry for executive committee of subsidiary of one of world's largest broadcast companies. Predicted and influenced several billions of dollars of M&A activity in cable sector. Report became "Emerging Media Bible" for senior management of that company's top executives. Ghostwritten for a celebrity entrepreneur in the TV industry.

INVESTMENT GROUP
Lead Negotiator & Strategic Analyst for Private Investment Group

NEW YORK, NY
October 1993-February 1994

As consultant, led initial negotiations for the acquisition of a vitamin company by group of industrialists. Performed strategic and business analysis of books of company and interviewed CEO and manufacturing staff, resulting in successful identification of core assets and acquisition of much of the company.

CITIBANK, N.A. & CITICORP
Internal Consultant

NEW YORK, NY
October 1992-July 1993

Assisted in restructuring of Corporate Trust Department (Wall Street). Repaired and administered largest damaged book of accounts (\$100 billion book of bonds) and prepared accounts for hand-off to professional administrators. Planned and implemented integration of these accounts into new administrative computer system. Reprocessed and redesigned servicing of investor inquiries on Citicorp/Citibank debt. Trained and supervised Customer Service Representatives on handling of investor inquiries. Significant contact with major clients, foreign and domestic. Numerous ad hoc projects. Improved billing processes. Increased controls. Repaired damaged relationships with major foreign banks and resolved a major problem for the Finance Minister of Ecuador, a client.

EDUCATION

DARTMOUTH COLLEGE

HANOVER, NH

B.A. Government, 1992. Major GPA 3.7. Vice Chairman, Gov't Dept. Steering Committee. Chairman, Faculty Search Subcommittee. Supervisor of Admissions Office Guides and Greeters. Admissions Coordinator. Authored first book dealing with philosophy of chaos. Significant studies in Chemistry & Physics Departments. Reporter, *The Dartmouth*. Ledyard Canoe Club. Dartmouth Outing Club.

GILMAN SCHOOL

BALTIMORE, MD

Graduated first quintile of class of 94 students, 1988. 3.8 GPA. National Spanish Honor Society. JV Track. Staffwriter, *Gilman News*. Photographer, Yearbook. Japanese & Math classes at Johns Hopkins University & Towson State University (4.0 GPA). Altarboy, Cantor and Crucifer, Grace United Methodist Church, 1980-1988. Exchange Student, Japan (3 months), Spain (6 weeks). Recipient, Daniel C. Amidon Citizenship Award, 1981, 1982, 1983. Invented Wine Preservation Device, 1987.

LANGUAGES & LICENSES & AWARDS

English, Spanish, Japanese (limited). Computer literate (Microsoft Word, Excel, Powerpoint, Outlook, BASIC).

PROFILED IN MARQUIS WHO'S WHO IN AMERICA; PASSED LICENSING EXAM, NATIONAL ASSOCIATION OF SECURITIES DEALERS (NASD) SERIES 6 & 63; FIVE US PATENTS AND 26 PATENTS IN FOREIGN COUNTRIES; PADI CERTIFIED OPEN WATER SCUBA DIVER.