



ROCKLEDGE ASSOCIATES

CFO Consulting | Financial Advisory Services | Public Affairs

Luis Buhler, Principal/CFO

Luis Buhler serves as a consulting CFO and strategic financial advisor for a variety of Silicon Valley companies. As Principal of Rockledge Associates, Luis has helped his clients complete a number of financial transactions involving venture capital, angel investment and venture debt. In addition, Luis has advised his clients on exit strategy & M&A discussions. Clients represent a cross section of high-tech industries including software, clean tech and internet.

Luis served as a full-time Chief Financial Officer for three Silicon Valley high tech companies. At Simplex Solutions, he helped grow the company from \$6 million to \$50 million of annual revenue. He helped complete a successful IPO, 3 corporate acquisitions, a major industry partnership and ultimately, the acquisition of the company by Cadence Design Systems for \$300 million. As CFO at Latitude Communications, he helped engineer a turnaround strategy that resulted in the company's acquisition by Cisco Systems for \$80 million. At FirstRain, Inc. he reorganized US and overseas financial operations and helped execute three successful venture financing rounds totaling more than \$40 million.

Luis also worked as VP and Treasurer for Trans Ocean Ltd, where he completed a \$75 million IPO of subordinated debt as well as hundreds of millions of dollars of debt, lease, and investor financing for the acquisition of capital equipment. Luis' background includes substantial international experience in Europe, Asia and Latin America.

Luis also served as Deputy Secretary of the California Trade and Commerce Agency and acting executive director of the California Infrastructure and Economic Development Bank where he helped California successfully compete for investments from the Gap, Inc. and Boeing Corporation.

Luis began his career in finance with Cummins Engine Co. in Indiana and Brazil and in community affairs with Levi Strauss & Co. in San Francisco.

Luis earned an MBA and BA from Stanford University and an MA from Occidental College. He was a recipient of a Coro Foundation Fellowship and served as Board Chair of the Coro Center for Civic Leadership in San Francisco.

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