

# TIM MURPHY, MBA, ICAE

Orlando, FL · Mobile: (407) 463-0834 · Email: [tim@timothymurphy.com](mailto:tim@timothymurphy.com)

LinkedIn: <https://www.linkedin.com/in/timmurphyceo/>

**Private-Equity-Backed CEO | President | COO**  
**Turnarounds | EBITDA Growth | Multi-Unit Scale | Exits**

## EXECUTIVE SUMMARY

Private equity-backed operating executive with 30+ years leading turnarounds, restructurings, and scalable growth across multi-unit entertainment, restaurant, franchised, and experiential platforms. Proven record of restoring distressed assets, building disciplined operating systems, and delivering outsized EBITDA improvement and successful exits.

Career highlights include reversing a ~\$10M EBITDA loss to +\$8M in 12 months, sustaining 45–48% EBITDA margins, and executing a 6× EBITDA exit to a strategic acquirer. Experienced working directly with boards, sponsors, lenders, franchisees, and leadership teams through transformation, growth, and liquidity events.

## CORE OPERATING STRENGTHS

Turnaround Strategy and Crisis Leadership | EBITDA Optimization and Unit Economics | Multi-Unit Operations and Scalability | Operating Model Design and KPI Discipline | Capital Allocation and ROI Optimization | Private Equity Portfolio Leadership | Team Building and Leadership Development | Growth Strategy and New Unit Expansion

## PROFESSIONAL EXPERIENCE

### **TM Entertainment Consulting - Founder & Principal Advisor | 2024–Present | Orlando, FL**

Provide operational, financial, and strategic advisory services to private equity firms, family offices, and multi-unit operators in FEC/LBE, restaurants, hospitality, and retail.

- Lead turnarounds, operational assessments, and scalability planning for multi-unit platforms.
- Build operating models, new-box roadmaps, franchise frameworks, and value-creation plans for multi-unit platforms.
- Deliver investor reporting, performance dashboards, capital guidance, and board-level insights.

### **APX Operating Company (d/b/a Boomers Parks) — Chief Executive Officer | PE-Backed Eight-Park Platform (6 FECs + 2 Waterparks) | 2020–2024 | CA, FL, NJ – Boca Raton, FL**

Recruited to lead post-bankruptcy turnaround and repositioning of a six-unit family entertainment platform with two waterparks. Mandate included stabilizing operations, rebuilding leadership, restoring guest confidence, and creating an EBITDA-focused operating model capable of growth or exit.

#### **Selected Results:**

- Reversed approximately -\$10M EBITDA to +\$8M EBITDA in ~12 months; sustained 45–48% EBITDA margins; executed a 6× EBITDA exit to Bowlero (Lucky Strike) in 2024.
- Sustained 45–48% EBITDA margins at flagship locations for three consecutive years.
- Installed operating discipline across labor, safety, attractions, F&B, and guest experience.
- Improved liquidity 20% and increased capex ROI 30% through vendor and pricing optimization.
- Launched new revenue engines including memberships, dynamic pricing, events, and group sales.

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### **CFL Investment Trusts LLC — Chief Executive Officer | 1997 – 2020 | US & International**

Founded and led an investment and operating platform acquiring, repositioning, and scaling businesses across entertainment, hospitality, restaurants, retail, and real estate. Oversaw strategy, capital deployment, and multi-unit operations across a \$40M–\$65M portfolio backed by private equity and family offices.

#### **Selected Results:**

- Directed acquisitions, restructurings, and operational turnarounds across multiple sectors.
- Led growth and restructuring for brands including Sonny's BBQ, Jimmy John's, and Zeal Group (Golden Corral, Firehouse Subs, Sears Outlets).
- Delivered consistent EBITDA expansion through operational discipline, and capital planning.
- Built scalable operating systems and performance dashboards supporting multi-unit growth.

### **Rebounderz International — CEO & Board Director | 2016 – 2019 | US & International**

Recruited to reposition and restructure a 14-unit FEC brand operating across corporate and franchise locations, including international markets.

#### **Selected Results:**

- Strengthened franchise economics and system-wide performance across 14 units.
- Built scalable franchise playbooks, compliance systems, and operating standards.
- Implemented FP&A rigor improving profitability, cash flow, and return on capital.
- Led IP enforcement, licensing, and international expansion initiatives.

### **Early Executive Career — Restaurants & Multi-Unit Platforms**

#### **Chief Financial Officer & CEO Advisor | 2002–2010**

Senior financial and operations leadership roles supporting large, multi-unit restaurant systems.

- **Sonny's BBQ** — Improved annual cash flow by \$4M and increased EBITDA +8 points across 153 locations; supported franchise expansion and secured \$110M in private equity funding.
- **Applebee's / Green Hills Grille / Ray's Restaurants** — Led \$60M private equity acquisition; served as interim CEO for 29 restaurants; delivered 750% revenue growth and 140% EBITDA improvement through operational restructuring.

### **BOARD & ADVISORY EXPERIENCE**

- Board Director - The Carlyle Group Peru Fund (Coney Park & Happy City)
- Board Director - Rebounderz International Family Entertainment Centers
- Board Chairperson - JDRF Corporate Sponsors

### **EDUCATION & CREDENTIALS**

MBA, Finance — Orlando College  
BSBA, Accounting — University of Central Florida  
IAAPA Certified Attractions Executive (ICAE)  
Licensed Florida Commercial Real Estate Broker

### **ADDITIONAL HIGHLIGHTS**

International speaker on leadership, franchising, and multi-unit operations.  
Former Operating CEO for private equity portfolio companies.  
Avid distance runner — 33 marathons and two-time Disney Dopey Challenge finisher