

John Murdock is the Principal, Strategic Planning at Shore Capital, a lower middle-market private equity firm focused on partnering with companies that have between \$1-10 million of EBITDA. John is responsible for helping the SCP portfolio companies to architect strategies for growth and value creation by facilitating strategic dialogue, identifying innovation opportunities, developing points of differentiation, and gaining alignment of management and the Board of Directors on the company's key strategic objectives.

Prior to joining Shore, John served as President of the Nashville Entrepreneur Center, Nashville's central Entrepreneur Support Organization, helping entrepreneurs create, launch, and grow businesses. John joined the founding team of the Nashville Entrepreneur Center in its first year of operations. In more than 11 years at the Nashville Entrepreneur Center, John supported, built, and led programming to optimize strategic planning for more than 10,000 entrepreneurs across a wide variety of industries, stages, and business models. In that time, the Nashville Entrepreneur Center's intensive, high-growth business support programs served more than 300 high growth companies, including Axial Healthcare, Ballparc, Beatdapp, Clarus Care, Greenlight Medical, Initial State, InQuickER, Leankit, Project10K, Songfluencer, Scope Security Solutions, Stratasan, and more.

Prior to joining the Nashville Entrepreneur Center, John served as the Airport Manager of the PTI Airport for Enterprise Holdings, Inc., where he successfully led the pilot merger of three distinct rental brands and had full P&L responsibility for \$10M in annual revenue and 50 employees.

John graduated from Wake Forest University, *magna cum laude*, with a major in Business Administration and minors in both Mandarin Chinese and Global Trade and Commerce Studies. John earned his MBA at Vanderbilt's Owen Graduate School of Management, graduating first in his class.