

## Herman S. Cage The Man Behind the Mission

Herman S. Cage approaches his practice from both a pragmatic and philosophical perspective, believing that people must be empowered to do the best with what they have. He has more than 40 years of experience in organizational and personal finance. He is a CPA trained accountant and an alumnus of Northwestern University with a Bachelor of Science in Business Administration and a Masters in Business Administration. The company's approach is predicated on his experience in managing corporate assets to develop asset accumulation and protection strategies for individuals and small businesses.

He began his career at Arthur Young & Company in 1973 as a Senior Auditor, where he supervised field staff during audit, tax and consulting engagements for a variety of small business clients. In 1976, Mr. Cage became an Accounting Systems Manager at American Hospital Supply Corporation where he directed a task force that was challenged with the daunting task of designing and implementing a company-wide financial reporting and control system. Mr. Cage moved onto Brunswick Corporation in 1979 as an International Accounting Manager, and directed a team responsible for monthly consolidation of operating results and preparation of internal management results for 25 subsidiaries in four business groups.

Mr. Cage took his creative team building abilities to new heights in 1991, when he became Director of Marketing for Lutheran Brotherhood. Here he established an inclusive marketing strategy, improved the customer experience through company-wide awareness, developed a comprehensive marketing and sales team along, and spearheaded the improvement of marketing and sales training material relevant to their identified customer segments.

In 1999, Mr. Cage became a Senior Consultant at RHI Management Resources, where he developed innovative solutions by utilizing his controls background and extensive experience with small business to provide consultative services. His strategic role at RHI propelled him into the role of Vice President of Strategic Services at Target Group, Inc. in 2000. In this role, Mr. Cage provided premeditated organizational leadership and direction in the areas of finance, information technology, operational systems and marketing.

After more than one decade of experience in tax preparation, he founded Herman S. Cage & Associates in 2006. The practice grew out of his desire to fill a void and bring additional value to his tax preparation clients. Much to his dismay, Mr. Cage found that clients paid a huge price at tax time for making the wrong investments—investments that increase their tax liability, making it harder and taking it longer to accumulate assets.

Mr. Cage began offering financial planning services during the off-season with the express purpose of helping clients to reduce their tax liability. The results were dramatic, and Herman S. Cage & Associates was born. Since that time, he has perfected his two-pronged approach of reducing taxes and managing risk, helping hundreds of people achieve their financial goals.

