

KEVIN SENEY

Strategic Advisor · Investigator · Publisher & Author

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PROFILE

Chief executive, strategic advisor, and published author with 25+ years of leadership across finance, real estate, biotech, and media. Founded, scaled, and sold a regional mortgage bank; raised venture capital and built a national franchise platform approved in all 50 states; led a pharmaceutical merger as transitional CEO and later served as Chairman of the Board. Current work centers on strategic advisory for high-consequence decisions, discreet investigations, and executive ghostwriting and publishing. Amazon #1 bestselling author. Licensed private investigator and private pilot with 600+ flight hours.

CURRENT ENGAGEMENTS

FOXTROT BRAVO INTELLIGENCE2021 – Present

*Founder & CEO — Strategic Advisor*Kalispell, Montana

- Advise individuals and organizations navigating high-consequence decisions where timing, discretion, and structural clarity matter.
- Engagements span competitive analysis, forensic accounting, governance and compliance audits, risk management, site evaluations, and aerial survey work — domestic and international.
- Selective, private practice built on two decades of operating experience as a CEO across complex organizations.

LUCAS MEDIA COMPANY | LUCAS PUBLISHING2022 – Present

*Publisher · Author · Ghostwriter*Kalispell, Montana

- Publisher of narrative-driven fiction and nonfiction, continuing a family tradition in media and storytelling dating to 1899.
- Amazon #1 bestselling author; works include the Runway Rogue aviation-thriller series and the Ready, Set, Go! practical guide series.
- Ghostwriter for executives and founders — translating careers and life stories into professionally published books.

BLACK RIDGE INVESTIGATIONS, INC.2023 – Present

*Chief Investigative Officer*Wyoming

- Licensed private investigator conducting discreet investigative work for attorneys and private clients.

PRIOR EXECUTIVE EXPERIENCE

GENOCEUTICAL, INC.2010 – 2022

*Chief Executive Officer (2010–2018); Chairman of the Board (2018–2022)*La Jolla, CA / Kalispell, MT

- Served as transitional CEO through the merger of a dermatological R&D company and an established pharmaceutical company, then led the combined entity.
- Negotiated strategic partnerships with RAHN AG (Zürich) and The Amir Group (UAE); launched the Studio Natural Skincare line across US, European, and Middle East markets.
- Recruited key management; retired as CEO in 2018 and continued as Director and Chairman; oversaw acquisition of Natureceutical Organics, Inc.
- Member, The Boardroom — a private CEO advisory group convened by PricewaterhouseCoopers (2010–2018).

REAL ESTATE FRANCHISE DEVELOPMENT2005 – 2010

*President & CEO*San Francisco, California

- Founded and led a venture-backed national franchise startup; raised first- and second-round venture capital.

- Secured franchise regulatory approvals in all 50 states with a business model new to the industry; produced national TV and radio advertising.
- Featured speaker at Inman News “Real Estate Connect” and guest on CNBC’s franchise programming.
- Concurrently served as EVP of Sales for a national mortgage bank (2006–2008), recruiting net-branch operators and opening branches in California, Nevada, Arizona, and Wyoming.

THE HOME LOAN STORE, INC. 1995 – 2001

Founder & CEO San Francisco Bay Area

- Founded a uniquely positioned retail mortgage bank; among the first in the market to deploy web-based loan origination and consumer internet kiosks.
- Achieved rapid growth and high market visibility on a fraction of competitors’ capital base; pioneered a net-branch model.
- Sold the company to Union Trust–GMAC in 2000; remained as CEO through transition.

PLAZA HOME MORTGAGE BANK, FSB / BANK OF AMERICA (FLEET) 1991 – 1995

Director of Sales & Marketing California

- Rose from loan officer to Director of Sales & Marketing at the fastest-growing mortgage banker in California for five consecutive years.
- Directed sales leadership, training programs, and trade-show operations; served on corporate committees for marketing, fraud prevention, compliance, and technology.
- Remained through the Fleet Bank of Boston merger transition (1995), reporting directly to the CEO, before departing to found The Home Loan Store.

APPLE COMPUTER — APPLE CONSULTING RELATIONS 1989 – 1991

Fortune 100 Management Consultant San Francisco Bay Area

- Managed executive-level consulting relationships with Chevron, Pacific Bell, and AT&T Network Systems.

EARLY CAREER (1980 – 1989)

Sales consultant, Everex Pharmaceuticals (graduate internship; grew regional sales 45%). Contracts administrator, Sharp HealthCare finance department, while completing graduate business school. Pharmacy technician and business manager, including hospital (Sharp Memorial) and federal corrections (Metropolitan Correctional Center, San Diego) settings. Earlier industrial roles on the reclamation and mine-safety teams at Decker Coal Company (Montana) and a hospital-construction survey crew — hands-on experience with large-scale industrial operations that still informs investigative site work today.

EDUCATION

Stanford University Graduate School of Business — Executive MBA Review

San Diego State University — MBA, Finance & Information Systems

San Diego State University — BSc, Biochemistry & Molecular Biology; Minor: Business Administration

CERTIFICATIONS & LICENSES

Licensed Private Investigator — Chief Investigative Officer · FAA Private Pilot, 600+ logged hours

SELECTED PUBLICATIONS - Full Book catalog: [amazon.com/author/kevinseney](https://www.amazon.com/author/kevinseney)

Amazon #1 bestselling author of narrative-driven fiction and practical nonfiction, including:

- The Runway Rogue series (aviation thrillers): Meet Me in Savannah; The Tikal Prophecy; Spiral of Power; Whiskey Run; Bomber Mountain
- The Noticing: A Novel of Awareness and Mystery
- Ready, Set, Go! practical guide series (eight volumes), including Stop Overthinking in 7 Days and Crush Procrastination in 7 Days