

Jon C. Bruss

Jon is the founder, CEO & Managing Principal of Fortress Partners Capital Management Ltd. Fortress Partners is a State of Wisconsin registered investment advisor focusing exclusively on equity and debt investments in community banks. Fortress Partners has been an advisor and consultant to banks and thrifts for 25 years.

Jon has over 50 years of experience in commercial banking, equipment leasing and finance, having started over 20 businesses in those fields. He has also served as an investment banker for a regional investment banking firm, Blunt Ellis & Loewi. Jon formed and manages three private investment funds investing in micro cap banks and thrifts.

In addition to serving as a director of Advantage+, Jon is also a director of GulfShore Bancshares, Inc. and GulfShore Bank, Tampa; Ovation Holdings and its banking subsidiary; Encore Bank, NA, Naples; Eberle Communications Group, Inc., a direct mail marketing firm in McLean, Virginia

Jon is the chairman of the board and a director of WELS Investment Funds, Inc., which manages over \$165 million of assets of congregations and affiliates of the Wisconsin Evangelical Lutheran Synod. He is also a member of the endowment committee of Wisconsin Lutheran College. Jon has an AB in Political Science and Economics from Marquette University.