JEFF NAEYAERT

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SUMMARY

Small-business co-founder with a finance and corporate development background. At MotoIQ, an automotive performance media company and shop, handles video production, web, budgets, vendors, and hands-on vehicle builds. Maintains long-standing relationships with aftermarket brands and OEMs. Earlier career in investment banking and M&A at public internet companies, including a $220M company sale.

EXPERIENCE

Co-Founder, MotoIQ Founded 2006, launched 2009 – Present

Automotive performance media company and shop | California / Texas (remote)

- Promote aftermarket manufacturers' products through video and editorial content; maintain long-standing relationships with aftermarket brands and OEMs including Nissan/Infiniti, Kia, and Nitto Tire
- Built concept vehicles for Nissan and Infiniti for the last two SEMA shows; currently building two vehicles for Nissan for SEMA 2026
- Coordinate aftermarket manufacturers to develop parts for chassis without existing support
- Led the shift from written content to video (c. 2018); shoot and edit our YouTube content
- Opened the shop to the public for custom builds and performance work; it now generates roughly half of company revenue
- Manage budgets, vendors, and project costs; built and maintain the company website; built internal project vehicles including a rock-crawling Jeep and a V8-swapped RX-7

Co-Founder, LocalsNight, Inc. 2006 – c. 2012

Nightlife and event photography website | Santa Barbara, CA

- Built the site to 750,000+ page views per month in its first year; developed advertising relationships with promoters and top nightclubs

Finance / Corporate Development Manager, Fastclick, Inc. Mar 2005 – Jan 2006

- Business development and financial modeling for potential acquisitions; owned the corporate budget and produced board and investor earnings call materials
- Part of the small team that prepared all materials and diligence for the $220M sale of the company in three weeks

Homestore, Inc. (operator of Realtor.com) May 2001 – Mar 2005

Business Development / Corporate Strategy Manager • Assistant to the CEO • Sales Operations Manager

- Part of the team performing analysis and due diligence for acquisitions and divestitures; helped senior management develop corporate strategy during a period of financial and legal difficulty
- Worked directly with the CEO for a year on executive and board-level initiatives
- Part of the team that analyzed Realtor.com's sales model and moved to new media-based pricing, which increased annual product sales

Investment Banking Analyst, Southwest Securities, Inc. Jan 1999 – May 2001

Telecom & Internet Software Group | Dallas, TX

- Built equity and debt valuations and financial models; rebuilt the comparable company, precedent M&A, and DCF models used by the Corporate Finance department

ADDITIONAL EXPERIENCE

Bartender, The Brig, Venice, CA – part-time alongside MotoIQ Aug 2010 – Feb 2026

EDUCATION

Southern Methodist University – BBAs in Finance and Real Estate Finance; 4.0 GPA in Finance May 1999

SKILLS

Video production and editing • Financial modeling and valuation • M&A analysis • Vendor and budget management • Web development • Excel and PowerPoint