

## *Personal Profile*

### Jon Segner President and Chief Operating Officer

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Jon Segner has been the president and chief operating officer of Dominion Management Services, Inc (DMS) since May 2005. He also is on the board of Dominion Development & Acquisition, LLC (DDA), the development arm of Dominion. In his role as COO, Segner is responsible for all of the operating functions for the more than 17,000 units managed by DMS. Prior to his current role, Segner served as the chief financial officer for both DMS and DDA from September 2001 through May 2005.

Prior to joining Dominion in 2001, Segner was the chief financial officer and co-founder of Boomerang Marketing, Inc., a Minneapolis dot-com that raised over \$10 million in venture capital and eventually was purchased by BI of Edina, Minn. Boomerang was involved in the promotion and incentive area of consumer marketing with clients including Pillsbury, Sony, RJ Reynolds, and Best Foods.

Segner served as the chief financial officer of Real Estate Equities, a Minneapolis-based apartment and townhome developer and manager. Prior to REE, Segner served as the vice president and chief financial officer of Ambassador Performance Group, an incentive marketing company.

Segner is a CPA with an undergraduate degree from St. John's University, Collegeville, Minn., and an MBA from the University of St. Thomas, St. Paul, Minn. Currently, Segner serves on the boards of the Minnesota Multi-Housing Association, the National Multi Housing Council, and Heartland Business Intelligence, LLC.