

# PERFORMANCE ACCELERATION PRACTICE

WE HELP ORGANIZATIONS EVOLVE HOW THEY OPERATE TO UNLOCK PROFITABLE GROWTH AND ACHIEVE THEIR FULL POTENTIAL.

## OUR EXPERIENCE

Our dedicated team of professionals have extensive experience serving PE-owned manufacturing, distribution, and service-based business on a variety of topics. Our turnaround ethos enables us to quickly adapt to the unexpected and deliver sustained impact.

**35+**

Transformation assignments focused on optimizing the operational cost structure to fund investments in growth

**25+**

Organizations led through inflection points of disruption and change

**40+**

Market & Company diligence assignments, debt placements, and M&A transaction engagements.

## OUR DIFFERENTIATORS

- **Experienced Team:** Blend of seasoned industry practitioners and consultants with backgrounds in strategy, finance, acquisitions, sales, and operations.
- **Data-Driven Decisions:** Help middle market organizations make analytically rigorous decisions and drive measurable results - even in situations with underinvested or disparate systems.
- **PE Lifecycle Expertise:** Experience working with PE-owned companies across the transaction lifecycle.
- **Collaborative Approach:** Bias toward action and problem-solving with a collaborative approach.
- **Flexible Engagement Models:** Adaptable engagement models with dedicated core teams.

## OUR MODULAR OFFERINGS

*Tailored, collaborative approach to assess, address, and achieve sustained results that balance performance and health.*

<p><b>Transaction Support<sup>1</sup></b></p>	<ul style="list-style-type: none"> <li>▪ Pre-Acquisition Market &amp; Business Diligence</li> <li>▪ Post-Merger Integration</li> <li>▪ Divestiture &amp; Carveout Support</li> <li>▪ Pre-Sale Planning &amp; Readiness</li> <li>▪ Pre &amp; Post Acquisition Valuation Support<sup>2</sup></li> <li>▪ Financial Reporting &amp; Tax Valuations<sup>2</sup></li> </ul>
<p><b>Office of the CFO</b></p>	<ul style="list-style-type: none"> <li>▪ Process Optimization &amp; Finance Transformation</li> <li>▪ Cash, Cost, &amp; Capital Management</li> <li>▪ Accounting &amp; Financial Reporting</li> <li>▪ Financial &amp; Operational Modeling</li> <li>▪ Assessment of Strategic Alternatives</li> </ul>
<p><b>Operational Excellence</b></p>	<ul style="list-style-type: none"> <li>▪ Cost Structure Optimization &amp; EBITDA Enhancement</li> <li>▪ Corporate &amp; Business Function Optimization</li> <li>▪ Product Line and Business Unit Rationalization</li> <li>▪ Service Operations</li> <li>▪ Salesforce Efficiency &amp; Effectiveness</li> <li>▪ Digital: Strategy, Implementation, Automation<sup>3</sup></li> </ul>
<p><b>Growth Strategy</b></p>	<ul style="list-style-type: none"> <li>▪ 3-5 Year Corporate / Business Unit Strategy</li> <li>▪ Go-to-Market (Commercial) Strategy</li> <li>▪ Voice of Customer and Market Studies</li> </ul>
<p><b>Innovation<sup>4</sup></b></p>	<ul style="list-style-type: none"> <li>▪ Business Model Innovation</li> <li>▪ Innovation Portfolio Management</li> <li>▪ Innovation Systems &amp; Capabilities</li> </ul>

## OUR APPROACH



**DISCOVER**



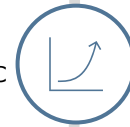
**ENVISION**



**BLUEPRINT**



**IMPLEMENT**



**SUSTAIN**

1. Securities transactions provided by Huron Transaction Advisory LLC, member FINRA/SIPC  
 2. Performed by HBA – Valuation Practice  
 3. Performed by Huron Digital  
 4. Performed by Innosight – a Huron Company

# PERFORMANCE ACCELERATION PRACTICE

## OUR TEAM TO SERVE YOU



**Ryan Crockett**  
rcrockett@hcg.com

**Focus Areas:** Specializes in strategic alternatives, business assessments, buy-side and sell-side transaction advisory services.

**Education:** BS - University of Iowa; Chartered Financial Analyst (CFA); FINRA Series 63 and 79



**John DiDonato**  
jdidonato@hcg.com

**Focus Areas:** Specializes in reorganization, operational transformation, capital raising, buy-side advisory, and merger integration.

**Education:** BS - Pennsylvania State University



**Martin Gembis**  
mgembis@hcg.com

**Focus Areas:** Specializes in operationally-driven value creation, buy-side and sell-side transaction advisory services.

**Education:** MBA - University of Chicago; BA - Marquette University; Certified Public Accountant (CPA); FINRA Series 63



**Mark Johnson**  
mjohnson@hcg.com

**Focus Areas:** Specializes in innovation, growth strategy, and transformation. Co-founder of Innosight with Clay Christensen.

**Education:** MBA - Harvard University; BS - United States Naval Academy



**Erika J. Meldrim**  
emeldrim@hcg.com

**Focus Areas:** Specializes in growth strategies, identifying and launching new business opportunities, marketing and branding, and implementing innovation processes and capabilities.

**Education:** MLA in Management - Harvard University; BS - Cornell University



**Ricky Nieto**  
rnieto@hcg.com

**Focus Areas:** Specializes in market reviews, go-to-market strategy, commercial excellence, full transformations and service operations.

**Education:** MBA - University of Chicago; BBA - University of Notre Dame; Chartered Financial Analyst (CFA)



**Paul Shapiro**  
pshapiro@hcg.com

**Focus Areas:** Specializes in refining organizational effectiveness, transformation, streamlining costs, and overhauling operations.

**Education:** BS - Kent State



**Al Taylor**  
altaylor@hcg.com

**Focus Areas:** Specializes in creating stakeholder value by forging collaborative long-term partnerships and embracing analytics to solve problems pragmatically.

**Education:** MBA - University of Notre Dame; BBA - Loyola University Maryland; FINRA Series 3, 7, 24, 57, and 63

## ABOUT HURON

- Founded in 2002
- 5,000+ full-time professionals
- 2023 revenues of \$1.3B
- Headquartered in Chicago, IL
- Publicly traded on NASDAQ since 2004

## PRACTICE AREAS

1. PE Business Acceleration
2. Growth & Innovation
3. Commercial Finance
4. Investment Banking
5. Restructuring & Turnaround
6. Valuation

## OFFICE LOCATIONS

