



## LAURA MARCERO

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### BUSINESS ADVISORY MANAGING DIRECTOR

- + Ms. Marcero has 20 years' restructuring and M&A transaction experience in a variety of industries, including automotive, industrial manufacturing, metals, municipalities, transportation, retail franchising, pharmaceuticals, higher education, consumer products, and publishing. Throughout her career, she has excelled at advising companies in various stages of development and prides herself on value retention and creative solutions. Her work for and viewpoints on the automotive supplier community served as a basis by which requests were made to Timothy Geithner and the U.S. government for funding to the automotive supplier community in 2009.
- + In 2013, Ms. Marcero was selected as a recipient for M&A Advisor's 40 under 40 award. In 2011, Ms. Marcero was selected as a recipient for Crain's Detroit 40 under 40 award.
- + Ms. Marcero was appointed in 2014, by Governor Rick Snyder, to serve on the Michigan Board of Osteopathic Medicine & Surgery.
- + Ms. Marcero recently served as Treasurer and as an Officer on the Board of Directors for the Detroit Symphony Orchestra, was the Finance Committee Chairperson and also served on the Nominating & Governance committee.
- + Ms. Marcero is a past Chairperson on the Board of Directors for Michigan International Women in Restructuring.
- + Representative examples of Ms. Marcero's engagement experience include:
  - Served as Chief Restructuring Officer of the second largest Kentucky Fried Chicken franchisee in the United States. Duties included; evaluation of store portfolio, restructuring of financial and operational infrastructure, sale of real estate, and transition of business. The transaction was selected as Crain's M&A Deal of the Year in 2013.
  - Served as Deputy Chief Restructuring Officer of a \$500M diversified automotive supplier. Duties included the operational restructuring, constituent negotiations, and sale of multiple entities, including a cross border sale. Prepared over 15 Quality of Earnings reports.
  - Served as CRO to Lee Steel. Duties included financial and operational oversight, negotiation with key constituents, and driving liquidity enhancement initiatives. Company was successfully sold in bankruptcy, paying the secured lender in full. Deal was selected as M&A Advisor's Restructuring Deal of the Year.
  - Served as advisor to a large State government regarding a distressed municipality. Duties included evaluation of financial viability, crafting of 100 day plan, and evaluation of management candidates.
  - Served as financial advisor to an International Research Institute. Duties included operational improvement, development and execution of long term strategic alternatives, and regular reporting to the Board.
  - Global advisor to OEMs and Tier I automotive suppliers, including negotiation of accommodation agreements, development of customer strategy, and implementation of resourcing plans. Work in this arena included well over 200 different supplier situations across the globe.
  - Restructured and sold a \$45M publishing company. Duties included assessment of business units (and sale of underperforming unit), implementing cost cutting initiatives, and completion of an expedited sale. The deal was recognized as Crain's Detroit Deal of the Year.
  - Lead advisor on multiple M&A transactions. Due diligence engagements included a \$350M paper recycler, a \$50M distributor of sporting goods, and numerous international automotive engagements.
- + **Education and Certification**
  - Bachelor of Business Administration, Ross School of Business, University of Michigan, Ann Arbor, MI
  - Northwestern University – Kellogg School of Management, Executive Women's Board of Director Training
  - Certified Public Accountant, Michigan
  - Certified Insolvency & Restructuring Advisor