

We help CEOs and owners like you clarify and simplify complicated matters, focus on their critical issues, and figure out the best solutions.

IT CAN BE LONELY AT THE TOP.

“I don’t always know what to do. Sometimes I don’t know all the answers.”

“Occasionally I’m not even sure if I’m asking the right questions.”

“I may not have the right people on my team to help me work through these complex problems.”

“I feel like I don’t have anyone I can talk with about it.”

WHOM CAN YOU TRUST?

If you are a CEO or owner, these are situations that you sometimes face -- and it can be difficult to admit it to others, or even to yourself.

- Where can you go for help?
- **Whom can you trust to help you think through complicated issues and figure out the best decisions -- on important, sensitive matters involving money, people, time, and relationships, and on a strictly-confidential basis?**

WHAT WILL ADVANTA DO FOR YOU?

Even the best and brightest leaders sometime need outside expertise, perspective, and insights to achieve the best outcomes.

WE LISTEN: We assist smart, successful CEOs and owners who are self-aware and open-minded.

WE ADVISE: We help generate ideas and support them with numbers to help you make better decisions and achieve better results.

WE ARE OBJECTIVE: We remove emotions from critical decisions.

THE BOTTOM LINE.

There are lots of “business coaches” out there. Most offer what is essentially a form of executive therapy.

As a trusted senior advisor, Advanta goes far beyond that.

We powerfully connect strategy (qualitative considerations) with numbers (quantitative, fact-based financial analysis) to help guide you and answer your critical questions.

We provide practical, actionable advice focused on achieving better outcomes.

We help CEOs and owners with their most important decisions.

YOUR KEY DECISIONS

- Business owners and CEOs need to answer important questions involving **money**, **people**, **time**, and **emotions**
- Usually the issues are **complicated** and there are **no clear answers**
 - What are my strategic objectives, and why?
 - How should I think about these decisions?
 - How are these decisions interrelated?
 - What does it all really mean -- what is truly important?
 - What should I do, and why?
 - When should I do it, and how?
 - What are the alternatives and constraints?
 - What are the consequences, tradeoffs, and risks?
- We assist with decisions that are:
 - **High dollar**
 - **High emotion**
 - **High consequence**
 - **High risk** (if done improperly)

SOUND FAMILIAR?

- How fast can / should I grow, and how should I pursue that **growth**?
- How should I deploy my **limited resources**?
- Should I invest in this **expansion** (facility / geography / people)?
- How would this new product / service impact my **profitability**?
- Should I get a **loan**? How much? Can I afford it?
- How should I communicate with **banks / investors**?
- Whom should I bring on as an **operating partner**?
- What should my **leadership** structure be?
- How should I think about **hiring / retaining / firing** key employees?
- What type of **compensation** structure should I use?
- When should I bring in / buy out my **ownership partner**?
- Should I pursue this **acquisition**? When? With what structure?
- What is my **cash flow** now, what will it be later, and is it enough?
- What is my company's **valuation**, and what drives value creation?
- How should I think about a **transition** of leadership / ownership?
- Should I **sell** my company? How, when, to whom, for how much?

Broad Perspective + Deep Expertise = Actionable Insights

EMPLOYMENT EXPERIENCE

- **COMPANIES**

- **Salomon Smith Barney / Citigroup**
Global investment bank / Wall Street
- **Borden Capital**
Private-equity-owned (KKR) conglomerate
- **Limited Brands**
Fortune 500 retailer
- **The Scotts Miracle-Gro Company**
International consumer-packaged-goods company
- **The Wendy's Company**
Leading quick-service restaurant company

- **C-LEVEL ADVISORY ROLES**

- Strategy
- Corporate development
- Mergers and acquisitions (M&A)
- Higher-level corporate finance
- Capital structure (debt, equity, ownership decisions)
- Special projects

CLIENT EXPERIENCE

- **SIZE**

- \$1-10 MM (initial growth, capital infusion)
- \$10-500 MM (continued expansion)
- \$500+ MM (maturity and evolution)

- **OWNERSHIP**

- Privately-owned (family, investor group, individual)
- Publicly-traded

- **INDUSTRIES (including but not limited to)**

- Consumer products
- Manufacturing
- Restaurants
- Healthcare
- Technology
- Financial services

- **GEOGRAPHY**

- Across the U.S., with a focus on central Ohio