



Strategic Management Partners, Inc.



John M. Collard *Summary Information*

Turnaround Portfolio Manager

*Asset Recovery • Distressed Investing • Raise Capital
Interim CEO • Turnaround Management Consulting*

Market Need:

Private Equity Firms have unique needs for professional turnaround management talent augmented by multiple experience disciplines to compliment portfolio managers.

Distressed Investing — Today 200~ firms actually invest equity capital into distressed properties. This complex and risky process requires expertise in many disciplines. While strategies may include Loan-to-Own the goal is to own equity for control investing. *Choose, Acquire, Implement.*

Asset Recovery — Many firms have properties that have gone bad during the economic downturn. Often times the investment can be recovered. Recovery Funds are being formed for this purpose. *Recover Value/Avoid Write Offs*

Post Acquisition Support — Critical that basis-strategies are implemented to realize X multiple returns on invested tranche in distressed cases. *Implement Turnarounds.*

Operating Talent — PE firms often build a pool of vetted operating CEOs to run troubled portfolio companies.

The Firm:

Strategic Management Partners, Inc.
www.StrategicMgtPartners.com

SMP is a nationally recognized turnaround management firm specializing in interim executive CEO leadership, asset recovery, turnaround consulting, corporate renewal governance, investing in underperforming distressed troubled companies, and private equity advisory. Provide Interim CEO/CRO services to client companies in trouble, distressed, threat of bankruptcy, or who lose their leader for whatever reason. We parachute into a client at request of the board or investors to run the company and raise capital. We are professional CEOs. We rebuild value.

Serving Our Clients:

SMP Celebrates 23 Years Serving Our Clients
www.StrategicMgtPartners.com/smp20yr.html

Collard Background Summary:

Over 35 years of operating experience in rapid growth, transition and turnaround environments
www.StrategicMgtPartners.com/jcsum-res.pdf or [jcsum-ta.pdf](http://www.StrategicMgtPartners.com/jcsum-ta.pdf)

Com'l, Fed'l, Int'l new business totaling \$950mil plus

Asset recovery of \$85mil plus

Participated in over 45 transactions (acquire, divest, roll-up, pool, IPO) worth \$780mil to \$1bil

Private equity investing [raise/manage] \$80mil privatization fund in Eastern Europe. Carried Interest Model.

*Certified Turnaround Professional (CTP)
Certified International Turnaround Manager (CITM)*

*Past Chairman, Turnaround Management Association
Chairman, Association of Interim Executives*

Collard Key Skills:

As Past Chairman of TMA I have built network contacts that can be used to manage portfolio companies, support turnarounds; I also know whom not to use.

Ability to evaluate many properties quickly, short visit determines viability, problems, recovery strategy, turnaround plan, working capital needs, and price range; then either move-on or conduct due diligence.

Industry Expertise:

Turnaround Management, Restructuring, Distressed Investing, Bankruptcy Process and/or Avoidance. We bring objectivity and credibility to run deteriorating distressed situations and return stakeholder value.

We prefer manufacturing, job-shop, federal government contracting, defense, aerospace, engineering services, communications, information technology, software, computer, hightech, integration, electronics, fabrication, construction, printing, marine, finance, and distribution.



Articles of Interest by Collard/Press/News Releases:

www.StrategicMgtPartners.com/library/libindx.html
www.StrategicMgtPartners.com/press.html
www.expertclick.com/19-626 NewsReleaseWire

Select Pieces:

Is Your Company In Trouble? Early Warning Signs.
Corporate Board. The Journal of Corporate Governance
www.StrategicMgtPartners.com/library/tcb.html

Recover & Preserve Value: Work With Turnaround Pros
ABF Journal. Asset-Based Finance Industry
www.StrategicMgtPartners.com/library/abfj.html

All Leaders Are Not Created Equal. Change Leader Style.
Director's Monthly. National Assn of Corporate Directors
www.StrategicMgtPartners.com/library/dml.html

Bring Them On Board: Benefits of Interim Management
InterimCEO News. InterimCEO/InterimCFO Network.
www.StrategicMgtPartners.com/library/iceobenefits.html

Looking For The Exit. Investing In Underperformers
Dow Jones Bankruptcy Review
www.StrategicMgtPartners.com/library/djexit.html

Phases & Actions in Recovery and Turnaround Process.
RMA Journal. Risk Mgt. Assn. Commercial Bankers
www.StrategicMgtPartners.com/library/rmaphases.html

Value Creation Model: Built To Sell
Shareholder Value Magazine
www.StrategicMgtPartners.com/library/svm.html

Defense Conversion, Myth or Mystery?
The Military Engineer
www.StrategicMgtPartners.com/library/tmedef.html

Mission Possible: Set Strategy With Mission Statement
BMDO Update. National Technology Transfer Center.
www.StrategicMgtPartners.com/library/bmdomn.html

Incentive-Based Management. Show Them the Money
Fabricator Magazine. Fabricators & Manufacturers Int'l.
www.StrategicMgtPartners.com/library/ibmfab.html

Awards and Honors: Recognized for Excellence

John inducted to Turnaround Management, Restructuring, and Distressed Investing Industry Hall of Fame
www.StrategicMgtPartners.com/thof.html

John is 2010 Prince Georges Business Leader of the Year
www.StrategicMgtPartners.com

SMP is 2007 Maryland Small Business of the Year and received the Governor's Citation
www.StrategicMgtPartners.com/mccsbyr.html

Turnaround & Workouts Magazine twice named SMP as a Top 12 Outstanding Turnaround Management Firm
www.StrategicMgtPartners.com/twtop12.html

SMP wins 2009 Global M&A Network's Turnaround Atlas Award: Boutique Turnaround Consulting Firm of the Year
www.StrategicMgtPartners.com/atlastcfy.html

SMP on Baltimore Business Journal's List of Most Active Turnaround Management and Consulting Firms in the Mid-Atlantic Region 2009 thru 2012
www.StrategicMgtPartners.com/bbj2011ta.html

The M&A Advisor named Collard & SMP as finalists for "Turnaround Consultant of the Year" and "Turnaround Consulting Firm of the Year" in both 2008 and 2009

John inducted into Southern Illinois University (SIU) Alumni Hall of Fame and named Business Leader of Year.

President Yeltsin honored John's work for World Bank developing a course to teach Western Turnaround Management and Equity Capital Investing Techniques by naming 'Anti Crisis Management' as a new profession.
www.StrategicMgtPartners.com/library/wbtc.html

John/SMP have been called upon as advisors to Presidents Bush ^[41 & 43], Clinton, Reagan, and Yeltsin.

John/SMP have been featured for Interim CEO work in turnarounds & distressed investing in Wall Street Journal, Washington Post, Baltimore Sun, Baltimore Magazine, Warfield's, Journal of Corporate Renewal, Turnarounds & Workouts, Thomson's Buyouts, Successful Restructurings, Bankruptcy Court Decisions, Gazette of Politics & Business, Smart CEO, Success Magazine, and many others.

John is Past Chairman of the Turnaround Management Association (TMA) [National Association & Chesapeake Chapter], received TMA's Award for Outstanding Contribution to the Corporate Renewal Profession, serves on Past Chairman's Council, and served on Standards Committee to oversee the Certified Turnaround Professional (CTP) program.

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