



Strategic Management Partners, Inc.



John M. Collard Summary Information

Turnaround Manager • Interim CEO •
Asset Recovery • Distressed Investing

Turnaround Management:

Interim CEO to run troubled distressed company during times of crisis & change. Goals 1) Get Control of Situation
2) Put Plans in Place and Permanent Team to Execute
3) Hire Our Replacement. Build Equity Value.

Market Need:

Private Equity Firms have unique needs for professional turnaround management talent augmented by multiple experience disciplines to compliment financial 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. Critical that basis-strategies are implemented to realize X multiple returns on invested tranche in distressed cases. *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*

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, corporate renewal governance, investing in underperforming distressed troubled companies. Provide Interim Chief Executive Officer and Chief Restructuring Officer services to client companies in trouble, distressed, threat of bankruptcy, or who unexpectedly lose their leader for whatever reason. We parachute into the client at the request of the board or investors to run a company. We are professional CEOs. We rebuild value.

Serving Our Clients:

SMP Celebrates 20 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-pe.pdf](http://www.StrategicMgtPartners.com/jcsum-pe.pdf)

Can account for *new business totaling \$950mil plus*
Commercial, Federal, International markets

Asset recovery of \$85mil

Participated in *over 40 transactions* (acquire, divest, roll-up, pool, IPO) *worth over \$780mil*

Exposed to private equity investing co-raising/managing an \$80mil equity privatization fund in Eastern Europe. I got a taste of the Carried Interest Model.

Certified Turnaround Professional.

Past Chairman, Turnaround Management Association
www.StrategicMgtPartners.com/pastchair.html

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 situations quickly, determine viability, problems, recovery strategy, turnaround plan; then we can execute turn, raise money, or conduct purchase.

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, electronics, fabrication, construction, printing, marine, finance, and wholesale distribution.



Press:

News Releases

www.StrategicMgtPartners.com/press.html

www.expertclick.com/19-626

Articles of Interest by John M. Collard:

Strategic Management Partners, Inc. Library

www.StrategistLibrary.com Or

www.StrategicMgtPartners.com/library/libindx.html

Select Pieces:

Mining Value From Distressed Companies

Journal of Corporate Renewal, a TMA publication

www.StrategicMgtPartners.com/library/jcrmining.html

A Hands On Approach. Building Value Before the Sale
Mergers & Acquisitions. Source Media, Inc.

www.StrategicMgtPartners.com/library/ma-inv.html

Looking For The Exit. Investing In Underperformers
Dow Jones Bankruptcy Review

www.StrategicMgtPartners.com/library/djexit.html

Recover & Preserve Value: Work With Turnaround Pros
ABF Journal. Asset-Based Finance Industry

www.StrategicMgtPartners.com/library/abfj.html

Is Your Company In Trouble? Early Warning Signs.
Corporate Board. The Journal of Corporate Governance

www.StrategicMgtPartners.com/library/tcb.html

All Leaders Are Not Created Equal. Change Leader Style.
Director's Monthly. National Assn of Corporate Directors

www.StrategicMgtPartners.com/library/dml.html

Defense Conversion, Myth or Mystery?

The Military Engineer

www.StrategicMgtPartners.com/library/tmedef.html

Incentive-Based Management. Show Them the Money
Fabricator Magazine. Fabricators & Manufacturers Int'l.

www.StrategicMgtPartners.com/library/ibmfab.html

Awards and Honors:

John M. Collard and SMP are Recognized for Excellence

John inducted to Turnaround Management, Restructuring, and Distressed Investing Industry Hall of Fame

www.StrategicMgtPartners.com/thof.html

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 2009 Baltimore Business Journal's List of Most Active Turnaround Management and Consulting Firms in the Mid-Atlantic Region

www.StrategicMgtPartners.com/bbj2009ta.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, and others.

John is an early-founder 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.

Contact:

John M. Collard, Chairman
Strategic Management Partners, Inc.

522 Horn Point Drive

Annapolis, Maryland 21403

www.StrategicMgtPartners.com

John@StrategicMgtPartners.com Or Strategist@aol.com

(410) 263-9100

