



Strategic Management Partners, Inc.



## John M. Collard Summary Information

**Turnaround Manager • Interim CEO**

**Asset and Investment Recovery • Raise Capital •**

**Distressed Investing • Outside Director**

### 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 Team to Execute. 3) Hire Our Replacement. 4) Raise Capital. Build Equity Value.

### 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. 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](http://www.StrategicMgtPartners.com)

SMP is a nationally recognized turnaround management firm specializing in interim executive CEO leadership, asset & investment recovery, turnaround consulting, outside director, corporate renewal, invest in & rebuilding distressed companies, 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 25 Years Serving Our Clients  
[www.StrategicMgtPartners.com/smp20yr.html](http://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](http://www.StrategicMgtPartners.com/jcsum-res.pdf) or [jcsum-pe.pdf](http://www.StrategicMgtPartners.com/jcsum-pe.pdf)

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

Asset & investment recovery of \$85mil plus

Participated in over 45 transactions (acquire, divest, roll-up, pool, IPO) worth \$780mil to \$1.2bil

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  
Past Chairman, Association of Interim Executives  
Senior Fellow, Turnaround Management Society

### 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, conduct purchase or sale, and implement operating improvement strategies.

### 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.

Prefer manufacturing, job-shop, federal gov't contracting, defense, aerospace, engineering services, communications, information technology, software, computer, hightech, integration, electronics, fabrication, real estate, construction, printing, marine, finance, and distribution.



### Select Pieces:

Is Your Company In Trouble? Early Warning Signs. Corporate Board. The Journal of Corporate Governance  
[www.StrategicMgtPartners.com/library/tcb.html](http://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](http://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](http://www.StrategicMgtPartners.com/library/dml.html)

You Need These Guys — Six Ways Outside Directors Impact Business Growth. ABF Journal  
[www.StrategicMgtPartners.com/library/abfjod.html](http://www.StrategicMgtPartners.com/library/abfjod.html)

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

Looking For The Exit. Investing In Underperformers Dow Jones Bankruptcy Review  
[www.StrategicMgtPartners.com/library/djexit.html](http://www.StrategicMgtPartners.com/library/djexit.html)

Mining Value From Distressed Companies. Building Value Investors Want To Invest In. Journal Corporate Renewal  
[www.StrategicMgtPartners.com/library/jcrmining.html](http://www.StrategicMgtPartners.com/library/jcrmining.html)

Phases & Actions in Recovery and Turnaround Process. RMA Journal. Risk Mgt. Assn. Commercial Bankers  
[www.StrategicMgtPartners.com/library/rmaphases.html](http://www.StrategicMgtPartners.com/library/rmaphases.html)

Value Creation Model. Shareholder Value Magazine  
[www.StrategicMgtPartners.com/library/svm.html](http://www.StrategicMgtPartners.com/library/svm.html)

Defense Conversion, Myth or Mystery? Military Engineer  
[www.StrategicMgtPartners.com/library/tmedef.html](http://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](http://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](http://www.StrategicMgtPartners.com/library/ibmfab.html)

Raising Money In Tough Times: Easier Than You Think Turnaround Management Journal  
[www.StrategicMgtPartners.com/library/tmjmoney.pdf](http://www.StrategicMgtPartners.com/library/tmjmoney.pdf)

### Articles of Interest by Collard/Press/News Releases:

[www.StrategicMgtPartners.com/library/libindx.html](http://www.StrategicMgtPartners.com/library/libindx.html)

[www.StrategicMgtPartners.com/eBook.pdf](http://www.StrategicMgtPartners.com/eBook.pdf) eBook

[www.expertclick.com/19-626](http://www.expertclick.com/19-626) NewsReleaseWire

### Awards and Honors: Recognized for Excellence

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

John received Interim Management Lifetime Achievement Award from Association of Interim Executives

John is 2010 Prince Georges Business Leader of the Year

SMP is 2013 Acquisition Int'l. Turnaround Firm of the Year

SMP is 2007 Maryland Small Business of the Year and received the Governor's Citation

Turnaround & Workouts Magazine twice named SMP as a Top 12 Outstanding Turnaround Management Firm

SMP wins 2009 Global M&A Network's Turnaround Atlas Award: Boutique Turnaround Consulting Firm of the Year

SMP on Baltimore Business Journal's List of Most Active Turnaround Firms in Mid-Atlantic Region 2009 thru 2012

SMP & Collard finalists M&A Advisor "Turnaround Firm of the Year" and "Turnaround Consultant of the Year"

John inducted into Southern Illinois University (SIU) Alumni Hall of Fame and named Business Leader of Year. Studied Design with R. Buckminster Fuller.

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.

John/SMP have been called upon as advisors to Presidents Bush <sup>[41 & 43]</sup>, Clinton, Reagan, and Yeltsin, World Bank, EBRD, Company Boards, and Investors.

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

John is Past Chairman of Turnaround Management Assn, received TMA's Award for Outstanding Contribution to the Corporate Renewal Profession, serves on Past Chairman's Council, served on Oversight Committee for the Certified Turnaround Professional program, and is a TMA Founder

### Contact:

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

522 Horn Point Drive, Annapolis, Maryland 21403

[www.StrategicMgtPartners.com](http://www.StrategicMgtPartners.com)

[John@StrategicMgtPartners.com](mailto:John@StrategicMgtPartners.com) Or [Strategist@aol.com](mailto:Strategist@aol.com)

Call (410) 263-9100

