



FLG PARTNERS

2022

WE POSITION COMPANIES FOR SUCCESS TO DELIVER
**OUTSTANDING
BUSINESS OUTCOMES**

From financial strategy, building and leading teams, M&A, restructurings, IPOs, SPACs, C-Suite coaching, Board advising, and any kind of crisis management, we've got you covered.

FLG PARTNERS DEFINES CFO EXCELLENCE

WE DELIVER LEADERSHIP AND STRATEGIC ADVICE THAT
MOVES THE NEEDLE FOR OUR CLIENTS.

AT FLG PARTNERS, WE ARE 100% CLIENT FOCUSED AND RESULTS ORIENTED. We want to work with your team to close that deal, raise that round or complete that restructuring.

WE MEASURE OUR SUCCESS based on how successfully we help solve your problems, generate tangible business results and increase your company's value.

AS C-SUITE PLAYERS, we are the best, most experienced CFOs, and known for our capabilities for solving some of the most complex and critical-path problems for clients.

WE PARTNER WITH CEOS AND BOARDS:

"I need a business partner to help us navigate the rapid changes in our business due to a crisis such as COVID-19."

"I needed to raise my next round – yesterday."

"My current CFO just announced she was leaving. What now?"

"I need a strategic business partner, not an accountant."

"My CFO isn't the right one to take us through due diligence and an acquisition. I need a strategic partner to make this happen."

"My company needs to go public via a SPAC transaction or IPO. I need an experienced CFO partner to guide us through this."

"I need to change my business model and restructure the business."

"My Board needs a confidential advisor on all financial and strategic matters."

WE'RE A DIFFERENT SOLUTION FOR CEOS AND BOARDS SEEKING STRATEGIC CFO TALENT

HERE'S WHY... FLG PARTNERS IS MORE
THAN THE SUM OF THE VALUE EACH
OF OUR INDIVIDUAL PARTNERS
PROVIDE TO OUR CLIENTS.

BY LEVERAGING OUR COLLECTIVE EXPERIENCE AND EXTENSIVE NETWORKS, we provide our clients with the highest quality CFO advisory expertise available on the market.

How do we do this? We sum it up in 5 ways:

- ▶ We're more experienced.
- ▶ We insist on quality – period.
- ▶ We're from Silicon Valley so we put a premium on being innovative and agile.
- ▶ We believe in being collaborative and client focused.
- ▶ And while we're CEO-centric, we're always Board accountable.

THE END RESULT?

We help increase the value of your enterprise.

FLG DELIVERS EXPERTISE AND VALUE

OUR FORTE IS STRATEGY DEVELOPMENT, FUNDRAISING,
SOLVING TOUGH BUSINESS PROBLEMS, AND EXECUTING
CRITICAL FINANCIAL TRANSACTIONS.

OUR CLIENTS COME TO US WHEN THEY NEED BOTH IMMEDIATE AND LONG-TERM SOLUTIONS –
from ramping for growth, preparing for value inflexion points, executing complex and sophisticated
financial transactions, handling restructuring, and leading M&A, SPACs, and IPOs.

Financial Management and Strategy

IPOs

M&A

Acquisition Integration

Restructuring Operations

SPACs

Financing

Turnarounds

Due Diligence

Financial Planning

C-Suite Coaching

CFO Leadership Series

Board Advisory

Profitability Improvement

Strategic Planning



FLG PARTNERS POWERS GROWTH, CASH FLOW, AND PROFITABILITY

COLLECTIVELY, FLG'S PARTNERS HAVE MANAGED...



Over **300** *M&A transactions*



Over **200** *IPOs and secondary offerings*



Over **100** *divestiture transactions*



Over **\$16B** *equity raised in 350+ transactions*



Over **\$10B** *debt raised in 200+ transactions*



Over **35** *corporate board positions held*



WHEN YOU HIRE AN
FLG PARTNER, YOU'RE
HIRING THE BEST IN
THE BUSINESS.



850+

*collective years of CFO
experience*



25+

*years average CFO
experience per Partner*

TOP TIER RELATIONSHIPS

WE LEVERAGE OUR NETWORKS ON YOUR BEHALF

FLG'S STRONG RELATIONSHIPS WITH BANKERS & FUNDERS ARE A COMPETITIVE ADVANTAGE – FOR YOU. AT FLG, WE WORK ALMOST EXCLUSIVELY ON REFERRAL AND MANY OF OUR PARTNERS HAVE WORKED WITH, AND FOR, SOME OF THE PREMIER VENTURE FIRMS.

WE'VE DEVELOPED STRONG RELATIONSHIPS AND NETWORKING PARTNERSHIPS with investment and commercial banks, VC & PE firms, top law firms, accounting and recruiting firms - regionally and nationally. Our individual partners also have deep credibility within their own personal professional networks.



"FLG has been a tremendous partner to GE Ventures and a thought leader to our portfolio company CFOs and CEOs. They bring a wealth of expertise and insight. Their collaboration has made us all better."

- Tim Cantwell, CFO, GE Ventures

"I refer clients to FLG all the time. They are my 'go to' firm when you need to solve problems, raise money and get deals done fast."

- ▶ Altamont Capital Partners
- ▶ Andreessen Horowitz
- ▶ BDO
- ▶ Bridge Bank
- ▶ Comerica
- ▶ Cooley
- ▶ Deloitte
- ▶ DLA Piper
- ▶ EY
- ▶ Fenwick
- ▶ Foundation Capital
- ▶ Francisco Partners
- ▶ Garnet & Helfrich Capital
- ▶ GCA Savvian
- ▶ GE Ventures
- ▶ GrowthPoint Technology Partners
- ▶ Kleiner Perkins
- ▶ KPMG
- ▶ La Honda Advisors
- ▶ Lightspeed Ventures
- ▶ Mainsail Partners
- ▶ Norwest Ventures
- ▶ New Enterprise Associates
- ▶ Orrick
- ▶ Pacific Crest Securities
- ▶ Page Mill Partners
- ▶ PwC
- ▶ Scale Ventures
- ▶ Sequoia Capital
- ▶ Silicon Valley Bank
- ▶ Skadden Arps
- ▶ Square 1 Bank
- ▶ Thoma Bravo
- ▶ TPG
- ▶ U.S. Venture Partners
- ▶ Versant Ventures
- ▶ Wells Fargo
- ▶ Westlake Venture Partners
- ▶ Wilson Sonsini Goodrich & Rosati
- ▶ Woodside Capital

LOCAL TO GLOBAL IMPACT

WE'VE WORKED WITH SOME OF THE MOST INNOVATIVE, PRIVATE AND PUBLIC COMPANY LEADERS AROUND – LOCALLY, REGIONALLY AND GLOBALLY. WE HAVE EXPERIENCE IN 45+ COUNTRIES.



WHAT OUR CLIENTS SAY



"FLG provided seasoned talent to help scale Rodan+Field's business, both operationally and strategically from \$300M in net revenues in 2014 to \$1.2B in 2016. What they delivered speaks for itself; a 5 year strategic plan including an annual operating plan, a new finance team, a renegotiated \$200M line of credit and exit scenarios and strategies for the company. We would recommend FLG to any company looking for top-tier financial expertise and advice when scaling for explosive growth."

- Diane Dietz, Former CEO, Rodan+Fields



"I needed a CFO who could be a leader and trusted business partner and was credible with my board of directors and potential investors, strategically and operationally focused. I was extremely pleased that we closed our funding round at a strong valuation and on time. This made a huge difference for our business and could not have been done without FLG's support."

- Promise Phelon, CEO, TapInfluence



"We turned to FLG Partners for focused leadership with several technical projects to correct audit deficiencies and improve our economic costing model, selecting Jonathan Wolter to assist us based on his deep financial and operational experience. Then, when our CFO unfortunately become seriously ill, Jonathan seamlessly stepped-into the role of PARC's CFO - coordinating sensitive intercompany operations with our senior team for several years and ultimately mentoring our future CFO. I wouldn't hesitate in hiring FLG (and Jonathan) again. They deliver excellence."

- Steve Hoover, Former CEO of PARC now CTO of Xerox

FLG PARTNERS

THE LEADER IN CFO SOLUTIONS AND CEO/BOARD FINANCIAL ADVICE AND CONSULTING

WE HAVE EXTREMELY HIGH STANDARDS FOR PARTNERS AT FLG. Since 2004, FLG has carefully expanded the partnership to include a high-value portfolio of senior executives, with an average of 25+ years per partner of CFO experience and strong familiarity with fundraising, complex accounting and transactions, and business problem solving. Our partners have successfully led finance functions in public and private companies undergoing significant transition, from rapid growth to restructurings, M&A, and liquidity events. We carefully match client needs to recommended partners and then let our clients decide who to engage.



FUAD AHMAD
Public Companies
Software



MARK ARCHER
Consumer Products
& Retail
eCommerce & DTC



BILL BEYER
Digital Health & SaaS
Digital Media & AdTech



JENNIFER CHO
Consumer Products
& Retail
Entertainment and
Digital Media



KENTON CHOW
Software & SaaS
IPOs, Public
Companies



CHRIS COOK
Public Companies
Productivity
Improvements



GREG CURHAN
Life Sciences
Capital Markets &
Investment Banking



LAUREN DEBUONO
Managing Partner
Public Companies,
Consumer Products, M&A
Board Advisory &
Consulting



BOB FINLEY
SaaS & Software
RFID & IoT



RON FIOR
Software & SaaS
Public Companies



PATTY FUKAMI
FinTech
Equity & Debt Financing

FLG PARTNERS



MIKE GANDY
Medical Devices
Biopharma



ERIC HALL
Life Sciences
M&A/SPACs/IPOs



CAL HOAGLAND
Saas & Software
Public Companies



GREG JOHNSTONE
Medical Devices
Technology



JEFF KUHN
Board Advisory,
Mentoring & Consulting
Professional Services



BILL LEETHAM
Saas
Professional Services



DOUG LEHRMANN
Clean Tech
SaaS



ANDREW LEVITCH
Life Sciences
M&A



JIM MACKANESS
Public Companies
Life Sciences



ERIC MERSCH
SaaS
Enterprise Software



MARK MURRAY
Life Sciences
M&A



PATRICK NUGENT
Medical Devices
Biopharma



HEATHER OGAN
Administrative Partner
Consumer Products
E-Commerce



STEPHANIE ROBERTS
Consumer Products
& Retail
eCommerce



LINDA RUBINSTEIN
Public Companies
Life Sciences
(Biotech & Tools)



**ANNE SAMAK
DE LA CERDA**
SaaS & Technology
Edtech



SKIP SMITH
CEO & Board Advisory
Professional Services



MONICA STEVENSON
Consumer Products
& Retail
eCommerce



FRANK TSAI
Non-Profits
Health Care Services



JONATHAN WOLTER
Technology
Life Sciences

ENGAGEMENT OPTIONS

OUR FLEXIBLE ENGAGEMENT OPTIONS ADDRESS THE FULL CONTINUUM OF NEED ACROSS OUR CLIENTS.

WE OFFER TURNKEY SOLUTIONS for boards and management teams with a flexible “à la carte” menu of options for using us - from part time and interim CFO leadership to W-2 full time partners as well as board level support, project engagements, to CFO mentoring and skills workshops.



INTERIM CFO LEADERS

When you're faced with a CFO vacancy, FLG will step in as the interim CFO so that your search can be conducted deliberately, selectively, and without haste. You'll know your company is protected and led by a highly experienced financial veteran.



PROJECT-BASED ENGAGEMENTS

If your company is facing a transaction or financing for which your incumbent financial executive lacks prior experience or sufficient bandwidth, we will lead them through the process to a successful, efficient conclusion. Whatever your transaction, we've done it.



PART-TIME CFO LEADERS

Small companies rarely need or can afford a full-time, truly senior CFO, yet they do need access to efficient, expert leadership. FLG provides the expertise you require, scaled to match your needs as they change, analogous to the way you use outside legal counsel.



MENTORING AND COACHING

Often at the behest of the CEO or Board, we provide mentoring and coaching to board members and across the C-Suite. Long experience at the senior executive level gives us the credibility and perspective to be an effective advocate and mentor for rising executives.



CEO-BOARD ADVISORY SUPPORT

FLG often advises CEOs, CFOs, boards, audit committees, investors and lenders on matters including complex accounting issues, operating strategies, due diligence, and restructurings. In addition, partners sit on boards, typically on the audit and finance committees.



FULL TIME W-2 CFOS

A unique aspect of our practice is that a number of the partners are the full-time, employed officers of their employer. They remain an active partner in FLG, and bring the full experience and resources of FLG to bear for the benefit of their employer.



FLG PARTNERS

WHY HIRE FLG PARTNERS FOR CFO
CONSULTING, C-SUITE COACHING,
AND BOARD ADVISORY SERVICES?

LEARN MORE →

LET'S TALK.

MANAGING PARTNER

LAUREEN DEBUONO

(415) 244-3024

LAUREEN@FLGPARTNERS.COM

ADMINISTRATIVE PARTNER

HEATHER OGAN

(707) 373-0837

HEATHER@FLGPARTNERS.COM

228 HAMILTON AVE. 3RD FLOOR | PALO ALTO, CA 94301

WWW.FLGPARTNERS.COM