



FLG PARTNERS

2024

WE POSITION COMPANIES FOR SUCCESS TO DELIVER
OUTSTANDING
BUSINESS OUTCOMES

From financial strategy, building and leading teams, IPOs, M&A, restructurings, equity and debt financings, 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 EXCLUSIVELY, 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 crises such as pandemics, critical supply chain bottlenecks, capital market constraints, banking challenges, or geo-political issues."

"I need to change my business model and restructure the business due to cash constraints or an oncoming recession."

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

"My CFO isn't the right one to take us through due diligence and a major M&A transaction. I need a strategic partner to make this happen, and to lead the post-acquisition integration."

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

"I needed to raise my next round - yesterday, and what are my choices in a capital-constrained market?"

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

"My company will have an IPO when markets re-open. I need an experienced CFO partner to guide us through this, and become 'IPO Ready'."

WE ARE 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 – anywhere, anytime.

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

- ▶ **We're more experienced, with each of one partners having more than twenty-five years of financial executive experience.**
- ▶ **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 significantly increase the value of your enterprise.

FLG DELIVERS EXPERTISE AND VALUE

OUR FORTE IS STRATEGY DEVELOPMENT, FUNDRAISING, SOLVING TOUGH BUSINESS AND STRATEGIC ISSUES, MANAGING CRISES, EXECUTING CRITICAL FINANCIAL TRANSACTIONS, AND PROVIDING PRUDENT ADVICE TO CEOs AND BOARDS.

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, partnering, handling restructurings, leading M&A, and IPOs.

Financial Management and Strategy

IPOs M&A

Equity and Debt Financings

Restructurings

Acquisition Integration

All Financial Operations

Turnarounds

Due Diligence

Financial Planning

C-Suite Coaching

CFO Leadership Series

Board Advisory

Profitability Improvement

Strategic Planning

SINCE 2021, FLG'S PARTNERS ARE PROUD TO HAVE SECURED OVER \$6B IN FINANCING FOR OUR CLIENTS.

FLG PARTNERS POWERS GROWTH, CASH FLOW, AND PROFITABILITY

COLLECTIVELY, FLG'S PARTNERS HAVE MANAGED...



Over **350** M&A transactions



Over **200** IPOs and secondary offerings



Over **100** divestiture transactions



Over **\$18B** equity raised in 350+ partner transactions



Over **\$12B** debt raised in 200+ partner transactions



Over **38** corporate board positions held

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



930+

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 & INVESTORS 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 AND PRIVATE EQUITY 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.



"You have lots of choices when you hire outside resources like we did at Mission Bio, but I would definitely recommend FLG for providing talent with strong strategic-thinking, expertise, thoroughness and the ability to engage as a true partner."

Marcel Roche, Former CFO

"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
- ▶ Andressen Horowitz
- ▶ Bain & Company
- ▶ BDO
- ▶ Blackrock
- ▶ Bridge Bank
- ▶ Comerica
- ▶ Cooley
- ▶ Deloitte
- ▶ DLA Piper
- ▶ EY
- ▶ Fenwick
- ▶ Foundation Capital
- ▶ Francisco Partners
- ▶ Garnet & Helfrich Capital
- ▶ GCA Savvian
- ▶ GE Ventures
- ▶ GrowthPoint Technology Partners
- ▶ Jazz Ventures
- ▶ Kleiner Perkins
- ▶ KPMG
- ▶ L Catterton
- ▶ La Honda Advisors
- ▶ Latham & Watkins
- ▶ Lightspeed Ventures
- ▶ Mainsail Partners
- ▶ MPM Capital
- ▶ Norwest Ventures
- ▶ New Enterprise Associates (NEA)
- ▶ Orrick
- ▶ Pacific Crest Securities
- ▶ Page Mill Partners
- ▶ PwC
- ▶ RA Capital
- ▶ Scale Ventures
- ▶ Sequoia Capital
- ▶ Silverlake
- ▶ 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.



"We engaged FLG Partners to assist us with a CFO transition, to mentor and build-out the Finance team, as well as to address and resolve certain complex finance and tax issues. I have been very pleased with the skills and "gravitas" that FLG Partner Lauren DeBuono we retained brought to the assignment." – **Sam Shank, Former CEO**

WHAT OUR CLIENTS SAY



"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 Ken Chow and FLG's support."

- Promise Phelon, Former 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 Jon Wolter to assist us based on his deep financial and operational experience. Then, when our CFO unfortunately become seriously ill, Jon 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 Jon) again. They deliver excellence."

- Steve Hoover, Former CEO of PARC



"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 Laureen DeBuono and her FLG team 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

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



WILLIAM ATKINS
Software/Hardware,
SaaS, AI, IPOs, Public
Companies



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 & Healthcare
E-Commerce
M&A
Board Advisory & Coaching



BOB FINLEY
SaaS & Software
RFID & IoT



RON FIOR
Software & SaaS
Public Companies



MIKE GANDY
Medical Devices
Biopharma

FLG PARTNERS



SANDY GARDINER
Medical Technology
& Devices
Public Companies



ERIC HALL
Life Sciences
M&A/SPACs/IPOs



NANCY HARGREAVES
Life Sciences
Consumer Products



CAL HOAGLAND
Saas & Software
Public Companies



GREG JOHNSTONE
Medical Devices
Technology



BILL LEETHAM
Saas
Professional Services



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



MONICA STEVENSON
Consumer Products
& Retail
eCommerce



JONATHAN WOLTER
Technology
Life Sciences

ENGAGEMENT OPTIONS

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

WE OFFER BESPOKE SOLUTIONS for boards and management teams with a flexible “à la carte” menu of options for using us – from fractional, part time and interim CFO leadership to, occasionally, W-2 full-time partners, as well as board level advisory 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.



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.



CEO-BOARD ADVISORY SUPPORT

FLG often advises CEOs, CFOs, boards, audit committees, investors and lenders on matters including IPOs, complex accounting and financial issues, operating strategies, due diligence, M&A, and restructurings. In addition, many of our partners sit on boards, typically on the audit, finance and compensation committees.



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.



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 based on the gravitas of our partners.



FUNDRAISING

Certain partners have skills and Series 7 licenses which allow them to raise funds directly for their clients with partner compensation being a mix of an hourly fee and a transaction success fee.



FULL TIME W-2 CFOS

A unique aspect of our practice is that, only under very limited occasions, a few partners are the fulltime, 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. A placement fee – associated with a partner becoming a W2 of client – is borne by the client.



FLG PARTNERS

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

LEARN MORE →

LET'S TALK.

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