

Insighter


STORM™

Spring 2018

KEY MANAGEMENT NEWSLETTER & UPDATES

STORM Celebrates 20 years!

This year marks **STORM's 20th anniversary** since its founding in 1998 by our Chairman Brian Esher. We wish to **thank** those we have worked with over the past two decades for your loyalty and friendship.

STORM was founded on the basis that companies sometimes require **experienced operational leadership** to help guide them through difficult situations. Our focus is where aggressive action and bottom line *results* are required on an accelerated basis.

Since its founding, **STORM** has continued to provide this **leadership and support** in situations such as; Restructuring, Post Emergence Planning, Technological or Regulatory Changes, Interim Management, Underperforming Operations, Board Advisor, Operational Due Diligence, Strategic Assessment and Development, Acquisitions, Leadership Development, and other Transformative Operational Assistance.

At **STORM**, each of our five 5 senior partners have **run companies** or held C-level positions and BOD membership. For example, our founder has been the CEO & Chairman of two public and four privately held companies. Additionally, two of our remaining partners have been COO's and Presidents of Independent companies and one an operating BOD Chairman.

Over the course of 20 years, **STORM** has worked with close to **60 companies**, in addition to being an advisor to owners and BOD of both public and private companies. When you add our **partners experience** in leadership positions, we have operational expertise with another **25 companies**.



***“In Times of
Dynamic
Change,
experience
in Making
the Right
Decisions is
Critical”***

With this depth of experience, we have accumulated an extensive “**cookbook**” of solutions and best practices. Enabling us to rapidly execute and **achieve desired results**.

STORM’s primary focus is on Manufacturing, Distribution, Services and Technology focused Business. In these areas we have worked on both large public and middle market private companies. For example, we took one of the largest Tier 1 Automotive Suppliers (\$25BN+ in revenues) out of bankruptcy and acted as the primary restructuring agent for several years. Prior to the bankruptcy of GM, this client was the largest company in history to come out of bankruptcy. Ultimately this company was a major success for its investors and team.

As with most of our assignments, we avoid publicity, preferring the ongoing leadership of the companies to reap the benefits of our efforts. We **contribute behind the scenes** doing whatever it takes to make the company, leadership and investors successful.

As we move into our 20th year, we **thank you** for your business and ongoing support!

...STORM PARTNERS

“Knowing where to look and the right questions to ask is where **STORM makes a difference”**



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