



Douglas Adler

Managing Director, Executive Services

Doug Adler has 30 years of experience driving shareholder value and maximizing outcomes as a trusted strategic and operational financial leader and advisor, having built numerous leading practices at Investment Banking and Consulting firms and as a CFO for a PE-backed Technology Services company. He has specialized in Business Services, Technology, SaaS, Telecom and Media as well as Financial Institutions, but has additional experience with Energy, Consumer Goods, Forest Products and Commercial Real Estate.

Mr. Adler is an active member of the Portland area community. He is President of Financial Executives International's Portland Chapter, having served on the Board of Directors since 2016. He has also been on the Board/Committee of the Association for Corporate Growth's ACG Cup Northwest since its inception, as the Chief Judge and Head of Judging for this Investment Banking-style case competition of leading MBA and undergraduate Finance programs in the Pacific Northwest. He has spoken at numerous national conferences and with professional organizations on cloud computing, wireless towers, wireless services and other technology and telecom specialties.

Key Leadership Accomplishments

Doug spent 14 years as a Managing Director of Investment Banking at TD Securities in New York where he co-founded and co-lead their Mergers & Acquisitions advisory practice in the telecom, media, and technology sectors and their Equity Capital Markets business. He guided the businesses to be one of "Top 5" private equity placement agents in the U.S. within 3 years and as one of the "Top 5" M&A Advisors to the Wireless Communications sectors in the U.S. within 5 years.

As CFO of Atmosera, one of the leading Managed Cloud Hosting companies, Doug helped set its new strategic direction, becoming one of the first companies in the world to be selected and certified by Microsoft as Azure Certified Hybrid Managed Services Provider. He focused the organization on sustainable growth and profitability, introducing his 'RASA' objectives to all aspects of operations and Sales: Repeatable, Automated, Scalable and Auditable. He guided this capital-intensive business from significantly FCF negative to FCF breakeven within 18 months of joining by negotiating with vendors to reduce equipment costs by over 25% and reducing DSO of A/R from 40 to 29. Doug led the 'Quote to Cash' project to automate, refine & integrate Salesforce, quoting systems and a new billing system. He drastically downsized the Product Catalog and helped create automated, guided selling to the existing quoting system.

Summary

- CFO, Managing Partner, Managing Director
- Strategic positioning & strategic growth, organically and through M&A
- Scaling and aligning Operations, Sales and Finance
- Preparing companies to maximize their exits
- Sales and Customer Service
- Negotiations, vendor management
- Capital Raising – Doug has completed \$700M+ in private equity and mezzanine placements, \$7B+ of public equity offerings, including IPOs, and financed \$20B+ in loans and high yield bonds. Directly led dozens of acquisitions and exits (\$8+B in total value)
- Working with and for Private Equity & VC backed companies and their sponsors
- Risk Management