

Competitive Sense, LLC

Mergers and Acquisitions Implementation	
Announcing a Transaction	<ul style="list-style-type: none">▪ Contributed to financial and strategic communications planning▪ Established working relationships with proposed partners▪ Implemented communications plan, building support among all constituents: outside parties, partners, employees▪ Captured relevant feedback from all groups and worked with executive management to address in future communications
Managing the Transition Period	<ul style="list-style-type: none">▪ Worked closely with executive management to update and advance ongoing communications plan▪ Developed trusted relationships with new partners▪ Originated integration plans and secured buy-in and approval through iterative review-and-revise process▪ Contributed to SEC filings and other regulatory review requests▪ Prepared for launch of combined company by developing operational and communications plans
Post-Transaction Implementation	<ul style="list-style-type: none">▪ Launched new phase of financial and operational communications plans with external and internal constituencies▪ Implemented new organizational models
Creating Partnerships	<ul style="list-style-type: none">▪ Served as member of teams negotiating aspects of cross-company relationships, ranging from alliances to equity investments▪ Developed and executed financial and operational communications plans