

Bill Snow

Author, Speaker, Investment Banker

Program title

M&A For Corporate Growth

An Insider's Look at Successfully Executing M&A Transactions

During the course of a two-day seminar, Bill discusses the full breadth of buying and selling companies. In day one, basic terms and nomenclature are introduced, the M&A process is described, various methods of valuation are explored, cultural differences in deal making are examined, and negotiating insights are provided, including some humorous anecdotes. In day two, advisors and documents are explained, financing options are detailed, due diligence is defined, some pitfalls to doing deals are disclosed, and the program concludes with some examples of deal integrations. Key subjects include:

- Transactions
- Mergers & acquisitions
- Negotiating
- Contracts
- Financing
- Valuation

Value to Members

Are you interested in learning about the entire process of buying or selling companies? Attendees will gain an in-depth understanding of the process of buying or selling companies, will become conversant in industry language and nomenclature, and will experience deal making lessons from an experienced investment banker. Valuation techniques will be examined, and various insights about successful M&A negotiations will be provided. The documents used to affect M&A transactions will be reviewed, and attendees will learn what is (and is not!) important when hiring an investment banker. Legal considerations will be discussed, including representations and warranties. Strategies and tactics for contacting business owners will be taught, and tips on how to structure deals and successfully close transactions will be given. Attendees will gain insights from anecdotes based on actual deals.

Biography

Bill Snow is a speaker, writer, and middle market investment banker. He is a managing director with FOCUS Investment Banking, and the author of *Mergers & Acquisitions For Dummies* (Wiley). Other books written by Bill include *Networking is a Curable Condition* (Kindle Direct Publishing), and *Venture Capital 101* (Kindle Direct Publishing). Bill has over 30 years of experience and is registered with FINRA (series 62, 63, 79). He has a BS in finance and an MBA in entrepreneurship, both from DePaul University. Bill has lectured and participated as a panelist at Northwestern University, DePaul University, IIT-Kent, Harvard Business School, and numerous corporate and professional groups, including Chase Bank, First Merit Bank, Ice Miller, the Illinois CPA Society, the University Club of Chicago, and more. He's also delivered M&A presentations internationally in Kuala Lumpur, Bangkok, and Dubai.

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Speaker Biography

Bill Snow has more than 30 years of business experience, including almost 20 years of executing transactions for middle-market companies. His background includes managerial, operational, sales, and financial positions with consulting firms, venture-funded companies, publicly traded retailers, and online marketing companies. Bill joined FOCUS Investment Banking in 2023 after almost a decade at Jordan Knauff & Company, a Chicago-based middle-market investment banking firm. He has successfully advised sell-side and buy-side transactions in a range of industries, including business services, distribution, marketing/advertising, consumer products, data marketing, software, live event services, telecommunications, security services, food and beverage equipment, and commercial cleaning.

In addition to his work as an investment banker, Bill organizes events and participates in university and professional conferences where he regularly speaks about business transactions, entrepreneurship, networking, and marketing. He is the author of *Mergers & Acquisitions For Dummies* (Wiley), *Networking is a Curable Condition* (Kindle Direct Publishing), and *Venture Capital 101* (Kindle Direct Publishing). The second edition of his Wiley book was published in 2023. Bill has a BS in finance and an MBA in entrepreneurship, both from DePaul University.

Prior to joining FOCUS in 2023, Bill was a managing director at Jordan Knauff & Company, and before that, he spent seven years at Chicago-based investment banking boutique Kinsella Group. In 2003, Bill self-published a book about venture funding (*Venture Capital 101*), and from 2003 to 2005 he established and managed an Internet business that sold entrepreneurial products and services. During this period, Bill also wrote a business column for ePrairie.com and worked as a consultant for numerous companies, including a wastewater treatment company. From 2000 to 2003, Bill was a Director at Vcapital, an online exchange linking entrepreneurs and venture capital firms.

Bill began his career in 1989 in sales, initially as a field representative for Mutual of New York and then as the head of group sales at Steppenwolf Theatre Company in Chicago. In 1994, he joined Fortune 1000 video retailer Movie Gallery Inc., as a district manager, where he oversaw 120 employees in a 17-store district. In addition to his day-to-day operational duties, Mr. Snow was responsible for opening new stores and integrating acquired chains into the company.

Bill has a BS in finance and an MBA in entrepreneurship, both from DePaul University. He has lectured at and participated as a panelist at Northwestern University, DePaul University, IIT-Kent, Harvard Business School, and numerous corporate and professional groups, including Chase Bank, First Merit Bank, Ice Miller, the Illinois CPA Society, the University Club of Chicago, and more. He's also delivered M&A presentations internationally in Kuala Lumpur, Bangkok, and Dubai.

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