

February 13, 2014

## Executive Leadership: Why Good Companies Fail – Lessons Learned

### Organizer

Ralph Peluso, Principal, VM Associates

### Presenter

Andrew Currie, Partner, Venable LLP

### Presentation Overview

When a business has a good model success hinges on three things: leadership, leadership, leadership.

Both Mr. Peluso and Mr. Currie are well versed with healthy companies losing their way, sliding into financial distress. Through reorganization or merger (either in bankruptcy or through out-of-court restructuring) some survive. Many have gone through liquidation in bankruptcy, or worse dissolution.

They have compiled from their experience the most frequent mistakes and trappings leadership exhibit which cause businesses with good models to fail. They will also talk about the early warning signs that investors, directors and CXO's need to listen for which indicate a company may be headed in the wrong direction. As companies slip into troubled waters, responsibilities of the leadership team often change and conflict develops. They will discuss some basic rules and guidance through such situations.

### Presentation Key Takeaways

In this highly interactive session, Mr. Currie and Mr. Peluso will lead the group in exploring the "deadly sins" which cause companies to fail.

1. The 7 most common fatal errors
2. Guidance to CXO's / management team
3. What to do when the ship cannot be righted

Date | Time | Location

THURSDAY  
February 13, 2014

7:30 AM to 8 AM  
Networking and  
Continental Breakfast

8 AM to 9 AM  
CXO Forum  
Presentation

9 AM to 9:15 AM  
Burning Issues: Discuss  
your specific challenges  
with colleagues and  
fellow CXO Forum  
members

Location  
Cherry Bekaert  
1934 Old Gallows Road  
4th Floor  
Vienna, VA 22182  
703.506.4440

For directions, visit  
[www.cxoforum.com](http://www.cxoforum.com)

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Bring A Guest!

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Volunteer For A Committee

**February 13, 2014**

**About Our Presenters**

**Andrew Currie, Partner, Venable LLP**



Andrew Currie is a partner in the firm's Bankruptcy and Creditors' Rights Group, which was named among the top five bankruptcy groups in the nation by Bankruptcy Law360 in 2010. For over 18 years, Mr. Currie has concentrated his practice on debt restructuring, reorganization, insolvency, general bankruptcy matters and transactional work. At the end of 2013, he completed a mid-market out-of-court restructuring for a government contractor in the health care area helping the company to avoid bankruptcy and save nearly 150 jobs.

Mr. Currie represents commercial debtors, creditors' committees and individual unsecured and secured creditors in all aspects of bankruptcy and reorganization. Mr. Currie has been heavily involved in negotiating, structuring and closing complicated, multi-million dollar DIP financing and cash collateral transactions on behalf of major lenders and debtors across many industries, and has been instrumental in liquidating and restructuring companies both in the middle market and those with more than \$1 billion in debt.

Mr. Currie also has experience advising landlords, managing distressed investments, conducting contested 363 sales and going-out-of-business sales, negotiating and managing sales of assets in and outside bankruptcy court, negotiating and pursuing known and unknown assets in remnant deals, negotiating, reconciling and objecting to claims, litigating preference demands, and working on out-of-court restructuring and assignments for the benefit of creditors.

**Ralph Peluso, Principal, VM Associates**



With more than 40 years of C Level business experience, Mr. Peluso is an executive who excels in high-growth environments, as well as troubled or distressed company situations. Most recently he engineered the sale of Telstar Hosted Services, Inc., a provider of cloud based call center technologies, a company he co-founded in 2009.

Since 2002 Mr. Peluso has served as a principal in VM Associates, a consulting company specializing in corporate operational restructurings. During this time, he led the sale of several DC area technology companies. From 1970 to 2002, Ralph held senior executive positions at MCI, WinStar, stox.com and Cisco Systems (LightSpeed International). He currently serves on several boards.

Mr. Peluso earned an MBA in Finance from Bernard Baruch College and a BS in Accounting from Hunter College, both from the City University of New York.

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