

Brandon Cradeur

Managing Director – Restructuring and Transaction Advisory

Houston

Contact

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Industry Experience

Healthcare & Pharma

Manufacturing, Metals & Mining

Real Estate & Construction

Oil & Gas

Experience

Brandon Cradeur has more than 20 years of experience in industry and consulting, assisting companies to define and execute transformation and growth strategies, improve profitability, and increase shareholder value. His experience includes operational restructurings, liquidity management, ERP system implementations, corporate performance & business intelligence implementations, mergers and acquisitions, integration, working capital optimization, and leading initiatives to reposition businesses for future growth.

Mr. Cradeur's prior experience includes energy private equity investment management; Big 6 Accounting Firm partner; corporate development sales and marketing outsourced company; and as a C-suite executive in an industrial services company. He served on 15 boards for a variety of companies, with a combined \$1.2 billion of revenue and \$110 million EBITDA, and \$700 million for capex budgets. He worked on over 500 M&A transactions with a combined transaction value of ~\$22 billion.

Recent Projects

- **CB&L** – Debtor Financial Advisory
- **International Manufacturing Family Office Owned Company** – Interim CFO, implemented dynamic 13-week cash flow model to manage short-term liquidity, and led operational restructuring initiative to reduce cash flow burn due to Covid-19 decline
- **Framework Capital** – CFO of family office-backed Road Safety company generating 30% EBITDA margin
- **LHC / AFAM Merger** – Integration of supply chain services between two organizations that created the second largest home health provider in the US. Facilitated vendor management process by leveraging data analysis of vendor spend & operating footprint. Created a master vendor list, standardized formulary, & a procurement process that identified \$2.3 million in cost savings
- **Meridian Waste** -- Implemented rolling 13-Week Cash Flow forecast, identified material liquidity shortfall & quantified equity cure amount, managed daily treasury through tight liquidity period, developed four-phased strategy to leverage existing technology & implemented Corporate Performance Management and business intelligence tool
- **Sears** – Creditor Financial Advisory liquidity analyses & Sponsor business plan assessment
- **Oaktree PortCo (International Wholesale & Retail business)** – Benchmarked cash conversion cycle industry metrics, identified inconsistent customer terms and driving cultural change to harmonize terms, improved working capital liquidity by ~ \$15m. Assessed 13-week forecast accuracy

Brandon Cradeur (cont'd)

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Education and Affiliations

Mr. Cradeur graduated Magna Cum Laude from Louisiana State University with a B.S. in accounting, and completed the Executive Certification Program Enterprise Exchange at Rice University's Jones Graduate School of Management. Mr. Cradeur is a Certified Public Accountant in the State of Texas.