



## William D. Swanson

Senior Director, AEG Partners

Bill has an extensive background working in restructuring, corporate leadership and C-Suite roles over his more than 25-year career. He is recognized for quickly sizing up the fundamentals of a business as well as accomplished at building and executing restructuring initiatives, strategic and operating plans, organizational plans, and budgets. His broad-based experience encompasses multinational, private equity owned middle market, as well as family-owned businesses. Bill began his career at Deloitte and moved on to roles in direct marketing, multi-location retailing, distribution, manufacturing, and global franchising. Bill is regularly tapped as a subject matter expert, appearing on Fox Business News and publishing articles in various franchise and business periodicals.

### Professional Experience

Select examples of Bill's operating and financial restructuring experience include:

- Managing the acquisition of underperforming companies in the building products space and managing the core businesses to improved financial health.
- Transitioning a franchise organization from a consumer base to a business base in the face of the home printing business rapid decline.
- Implementing effective financial disciplines to support a client's first unqualified audit opinion and first timely filing of franchising disclosure documents in five years and continuing in each subsequent year.
- Executing financial risk management improvements via interest rate swaps and cross currency swaps to stabilize earnings volatility and reduced interest expense.

Prior to joining AEG, Bill's corporate leadership roles included:

- CFO, CEO and SVP of Richards Building Supply, a family-owned wholesaler. In those roles, Bill negotiated bank loans, led financial planning, and led the acquisition of more than ten companies.
- Global CFO and American-Region CEO of Cartridge World, a private equity owned global franchisor focused on laser and ink cartridge remanufacturing. Bill executed the operating plan and positioned the company for sale to a Chinese strategic buyer.
- CFO and COO of Nicodem Enterprises, a middle market closely held manufacturer of printer related products. Bill implemented a new ERP system that resulted in a high volume, efficient manufacturing process.
- SVP Treasurer, European Direct Marketing CFO, and SVP General Manager for Staples, where Bill drove significant improvement in financial and operating performance.

### Roles

- Debtor Advisor
- CEO / CFO / COO

### Recent Industry Experience

- Direct Marketing
- Franchising
- Manufacturing
- Printing
- Retail
- Real Estate Management
- Retail
- Wholesale Distribution

### Education and Certifications

- Bachelor of Arts, Accounting and Business Administration  
Augustana College, Rock Island, IL
- Certified Public Accountant, State of Illinois
- Certified Cash Manager