

# MERGERS & ACQUISITIONS: WHERE THEORY MEETS PRACTICE

NOVEMBER 2 – 6, 2020



SMU COX.  
ALLY FOR DEALMAKERS.  
ALLY FOR BUSINESS.  
ALLY FOR LIFE.

If most M&A deals fail, how do you beat the odds with your first—or next—transaction? By learning hands-on approaches from business leaders who've done M&A—and done it right.

**Mergers & Acquisitions: Where Theory Meets Practice** is a new kind of program at SMU Cox. We're delivering practical intellectual stimulation that satisfies your academic curiosity and balances theory with ready-to-use insights. You get the academic rigor you expect plus interactive exercises, real-world case studies and lessons from leading industry practitioners that help you turn ideas into action.

This results-focused balance begins with leadership from Associate Dean Shane Goodwin, Ph.D., a former investment banker with more than 20 years of M&A experience on Wall Street, including Goldman Sachs and Citigroup.

In addition to our own expert faculty, Dr. Goodwin has tapped the unmatched SMU Cox network for M&A experts from Goldman Sachs, Evercore, AT&T, PepsiCo, Gibson Dunn, McDermott Will & Emery and Kimberly-Clark, plus former strategy consultants from McKinsey and Bain.



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EXECUTIVE EDUCATION

## DETAILS

**FORMAT:** Four and a half days, 7 a.m. – 7:30 p.m.  
**COST:** \$7,950, which includes breakfasts, lunches and dinners.  
Group discounts available when multiple attendees from the same organization register together.  
**CPE HOURS:** 50



## WHO SHOULD ATTEND

Leadership teams and board members involved in growing a company through M&A or selling a company

- Private company owners • Corporate directors • Chief financial officers and finance directors • Business development officers • Business analysts • Division and unit heads pursuing acquisitions

## BENEFITS

- Develop a strategic plan for M&A activity and analyze strategic alternatives
- Understand the M&A due diligence process and develop your due diligence skills
- Master business valuation techniques
- Structure the deal to minimize tax consequences and maximize legal benefits
- Implement a strategy for integration and restructuring
- Learn how to best protect shareholder value during M&A negotiations
- Understand the use of M&A by large public corporations, privately held middle-market firms and private equity firms
- Learn how shareholder activists affect M&A deals
- Master the playbook of M&A best practices

## FACULTY



**Academic Director Shane Goodwin, Ph.D.**, Associate Dean of Graduate Programs and Executive Education; Professor of Practice, Department of Finance, SMU Cox; former investment banker with more than 20 years of M&A experience on Wall Street



**James (Jim) Linck, Ph.D., C.F.A., C.P.A.**, Distinguished Chair and Professor in Finance, Altshuler Distinguished Teaching Professor, SMU Cox; former corporate M&A practitioner



**Bill Dillon, Ph.D.**, Senior Associate Dean, Herman W. Lay Professor of Marketing and Statistics, Altshuler Distinguished Teaching Professor, SMU Cox; branding consultant with more than 25 years of experience



**William Maxwell, Ph.D.**, Mary Jo Vaughn Rauscher Chair in Financial Investments; Academic Director, The EnCap Investments & LCM Group Alternative Asset Management Center; Academic Director, The Don Jackson Center for Financial Studies and Center, SMU Cox; former M&A banker



**Russ Hamilton, Ph.D.**, Visiting Assistant Professor, SMU Cox; former Deloitte tax partner focused on corporate taxation, M&A structuring, due diligence and post-merger integration



**Robin L. Pinkley, Ph.D.**, Janet and Craig Duchossois Endowed Professor, Department of Management and Organizations, SMU Cox; Creator, Creator of the Gain-Gain Approach to Negotiation; Founder, M2M Center for Profitable Negotiation

## GUEST SPEAKERS



**Rhys Best**

Non-executive Chairman of the Board of Directors  
Arcosa, Inc.  
Topic: CEO/chairman/director perspective



**Peter Brundage**

Senior Managing Director  
Evercore  
Topic: Banker perspective



**Mark Canty**

Director, Corporate Strategy  
AT&T  
Topic: M&A strategy



**Margot Carter**

Lead Director of the Board of Directors  
Installed Building Products,  
Eagle Materials, Freeman Co.  
Topic: Director perspective



**Wilson Chu**

Partner  
McDermott Will & Emery  
Topic: Deal structure and legal perspective

**You'll gain on-the-ground insights from a sterling roster of Fortune 50 executives, board members, institutional investors, attorneys, investment bankers and more.**



**Marty Ellen**

Chairman and CEO  
Eden Green Technology  
Former Chief Financial Officer  
Dr Pepper Snapple Group  
Topic: CFO/director perspective



**Joseph Kuriakose**

Head of Corporate Development/M&A  
Kimberly-Clark  
Topic: M&A strategy



**Mike McGill**

Founder and Managing Director  
MHT Partners  
Topic: Banker perspective—private companies



**Peter Michelsen**

Managing Director – Head of Activism and Shareholder Advisory  
Goldman Sachs  
Topic: Investment banker perspective



**Kevin O'Brien**

Managing Director  
CCMP Capital Advisors  
Topic: Private equity perspective



**Evan Shaver**

Vice President of Shopper Analytics & Insights, North America  
PepsiCo  
Topic: Fortune 50 multinational perspective



**Bruce Shaw**

Managing Director  
FCLTGlobal  
Topic: ESG and corporate social responsibility impact on M&A



**Jimmy J. Tran**

Vice President, Strategy and Corporate Development  
CBRE  
Topic: M&A strategy and real estate



PROGRAM SCHEDULE	NOVEMBER 2	NOVEMBER 3	NOVEMBER 4	NOVEMBER 5	NOVEMBER 6
7 a.m. – 8:45 a.m. Breakfast & Discussion	<b>Joseph Kuriakose</b> Kimberly-Clark	<b>Rhys Best</b> Arcosa	<b>Margot Carter</b> Installed Building Products, Eagle Materials	<b>Pete Michelsen</b> Goldman Sachs	<b>Evan Shaver</b> PepsiCo
9 a.m. – Noon	<b>M&amp;A Strategy</b> <b>Regulatory Considerations</b> Shane Goodwin, Ph.D.	<b>Valuation: Discounted Cash Flow</b> Jim Linck, Ph.D.	<b>Accounting and Tax Issues</b> <b>Cash vs. Stock Issues</b> Russ Hamilton, Ph.D.	<b>Private Equity</b> Shane Goodwin, Ph.D.	<b>Shareholder Activism</b> Shane Goodwin, Ph.D.
Noon – 1:30 p.m.	<b>Hernan Saenz</b> Bain & Company	<b>Jimmy Tran</b> CBRE	<b>Marty Ellen</b> Eden Green Technology	<b>Bill Dillon</b> SMU Cox School of Business	<b>Kevin O'Brien</b> CCMP
1:30 p.m. – 3:30 p.m.	<b>M&amp;A Process</b> Bill Maxwell, Ph.D.	<b>Valuation: Relative Valuation</b> Jim Linck, Ph.D.	<b>Deal Structuring/ Legal Considerations</b> <b>Wilson Chu</b> McDermott Will & Emery	<b>Negotiations Seminar</b> Robin Pinkley, Ph.D.	
3:30 p.m. – 5:30 p.m.	<b>Due Diligence</b> Bill Maxwell, Ph.D.	<b>Valuation: Private Company Valuation</b> Jim Linck, Ph.D.	<b>Post-Closing/ Integration</b> Shane Goodwin, Ph.D.		
5:30 p.m. – 7:30 p.m. Dinner	<b>Mark Canty</b> AT&T	<b>Bruce Shaw</b> FCLTGlobal	<b>Speaker: TBC</b>	<b>Mike McGill</b> MHT at Meadows Museum	

All meals held in the Bank of Texas Dining Room unless otherwise noted

## RESERVE YOUR SPOT TODAY

To optimize opportunities for learning and interaction, space for Mergers & Acquisitions: Where Theory Meets Practice is limited. We encourage you to register today. To learn more, please visit [smu.edu/ma](http://smu.edu/ma) or call Shane Goodwin at 214.768.3808.



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