

MERGERS & ACQUISITIONS: WHERE THEORY MEETS PRACTICE

NOVEMBER 2 – 6, 2020



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

In This Session

**Overview of SMU Cox &
Executive Education**

**Course Introduction:
Mergers & Acquisitions**

Registration Process

Key Contacts

Q&A



The SMU Cox Advantage



- Celebrating 100 years of business education
- Integral part of the business community
- Proven instructors
- True & tested content
- Commitment to leadership development & performance
- Collaborative working method with companies & individuals to assure success
- High value investment in leadership development

The SMU Cox Difference: Our Approach

- Develop and inspire leaders that make a difference in the world
- Incorporating principles & techniques of learning including:
 - ✓ Reflection
 - ✓ Active participation
 - ✓ Sharing experiences
 - ✓ Variety of learning methods
 - ✓ Instructor credibility, humility, & respect



Why SMU Cox Executive Education?

- Expert, engaging faculty who are leaders in their fields
- Relevant content based on the latest research
- Innovative tools you can put to work today
- Collaboration & networking with diverse colleagues
- Safe & challenging learning environment to think & test new ideas



Mergers & Acquisitions

Q&A with Dr. Shane Goodwin



Q

If most M&A details 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.



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Program Overview & Background

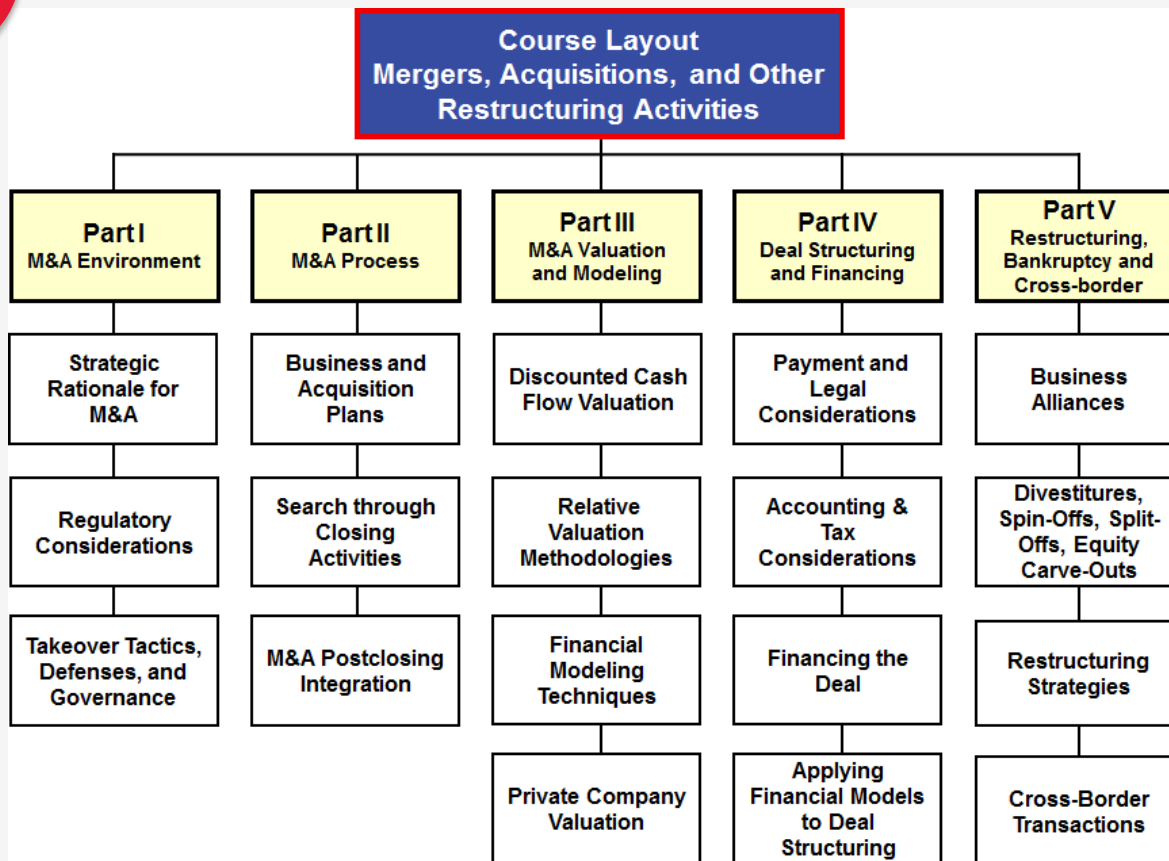


**What inspired you to develop this M&A course?
What makes the course unique?**

Program Framework



Can you describe the program structure?



Expert SMU Cox Faculty

Q

Introduce the faculty who will lead topical areas?



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



Bill Dillon
Ph.D., Senior Associate
Dean, Herman W. Lay
Professor of Marketing
and Statistics, branding
consultant with
more than 25 years of
experience



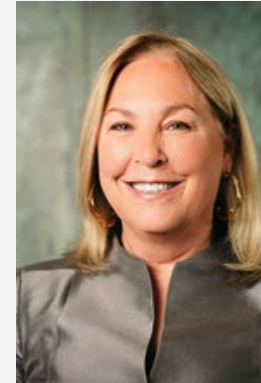
Russ Hamilton
Ph.D., Visiting
Assistant Professor, SMU
Cox; former Deloitte tax
partner focused on
corporate taxation, M&A
structuring, due diligence
and post merger integration



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



William Maxwell
Ph.D., Mary Jo
Vaughn Rauscher
Chair in Financial
Investments; former
M&A banker



Robin L. Pinkley
Ph.D., Janet and Craig
Duchossois Endowed
Professor, Department
of Management and
Organizations,

A

Industry Practitioners

Q

Who can we expect to represent the industry perspective?

Guest experts representing a diverse set of industries and companies including: Goldman Sachs, Evercore, AT&T, PepsiCo, Gibson Dunn, McDermott Will & Emery, Kimberly-Clark, McKinsey, and Bain.

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Peter Michelsen
Managing Director –
Head of Activism
and Shareholder
Advisory
Goldman Sachs



Margot Carter
Lead Director of the
Board of Directors,
Installed Building
Products
Eagle Materials,
Freeman Co.



Bruce Shaw
Managing
Director
FCLTGlobal

Who Should Apply?



- 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



Fall 2020 Program Calendar

September	9/8: Transformational Leadership 9/14: Rising Latino Leaders 9/15: Fundamentals of Management
October	10/1: Leading Change in Volatile Times 10/5: Women in Leadership Program 10/6: Master Negotiation
November	11/2 Mergers & Acquisitions 11/10: Building the Intelligent Enterprise
Year-Round	Custom Programs designed in collaboration with companies specifically to meet the needs of their business objectives.

Additional Questions? Connect with Us

Open Forum Q&A



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