



### Services Offered:

Strategic Visioning

Mergers & Acquisitions

Strategic Value Creation

Managing Market Valuation

CEO Coaching

Executive Team Development

### Industry Sectors Served:

Financial Services  
 Manufacturing • Distribution  
 Aerospace • Advertising  
 Defense • Restaurants

## Don Matso Executive Advisor

For more than thirty years, Don Matso has worked with a broad range of companies and private sector business owners in maximizing their company's market value long before they reach a key transitional event such as succession or sale. Using his special expertise in what he calls "Strategic Value Creation," he guides private business owners in maximizing their company's market value long before they reach a key transitional event such as a merger or sale. Along the way, he has helped dozens of entrepreneurs achieve successful transitions while earning them hundreds of millions of dollars in liquidity.

He honed his skills in improving profitability, performance, and market value through his experience in starting a business from a concept and positioning it for sale in key management and operational positions with two Fortune 100 corporations, and in managing a mergers and acquisition advisory service for a division of Smith Barney/Citigroup.

Don's skill in improving profitability, performance and market value has been developed over the years through his experience in key management and operational positions – such as building a business from a concept to millions in revenue, culminating in a sale; in operations and senior management roles in the corporate world with firms like Boise Cascade and Weyerhaeuser Corporation; and in managing a mergers and acquisition advisory service for a division of Smith Barney/Citigroup.

Today, his firm, The Valère Group, brings his experience to business owners who realize there will be a crucial transitional event in their future but who are not sure of how to be "positioned" for that eventuality. His focus on strategic value creation prepares owners for this transition by integrating value maximization as part of the day-to-day management of the enterprise.