

## Michael McCracken

Managing Director

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Mr. McCracken's specialty focus is on the alchemy of business success: managing the intersection of strategy, operations, and talent.

Michael brings to your C-Suite over 30-years of tenure as a business operator, consultant, investment banker, and venture capitalist. He has contributed to Fortune 100 companies as Interim CEO, COO, CFO. He has been the executive coach and Thought-Partner to over 75 CEOs, Senior Partners, and studio heads across dozens of organizations.

In addition to being an investment banker and VC investor for over a dozen years, Michael was President, COO & CFO of UGO Entertainment, a leading online lifestyle property he managed for 11 years and sold to Hearst Corporation in 2007. His clients often include digital media start-ups, TV & film production studios, talent management agencies, and entertainment marketing and advertising firms.

### Industry Expertise:

- TV, Film & Streaming Media
- Entertainment & Content Marketing
- Online Advertising & MarTech
- E-Commerce
- Talent Management
- Start-ups

## ADVISORY SERVICES

### I. CEO Thought-Partnering™

Thought Partnering is a one-on-one, eye-to-eye collaboration between a CEO and an objective, independent, and deeply experienced operator. The goal is to foster intelligent, no-holds-barred discussions to help formulate, validate and grow complex business opportunities. Prospective clients are invited to a gratis 60-minute video meeting to explore potential collaboration and evaluate the chemistry.

### II. Interim CEO/Chief of Staff/COO/CFO

Interim executive leadership to provide stability in the C-Suite sought by a company's CEO, Board, or VC/PE investor. Our immediate focus is on gauging the organization's health and securing the core business while bridging the gap from a turbulent present to a well-vetted next leadership stage.

### III. Operational + Psychological Coaching

Psychology and mindset play critical roles in decision-making and should not be overlooked, even for busy executives. Along with a deep dive into the business, we identify both blind spots and strengths that allow the leader to function at the highest levels, mapping these against strategic and operational priorities. Along with a world-class therapist, Michael will work with you to chart you and your company's 12-month arc to the next level of success.

### IV. Performance Calibration Model™

A bespoke and time-tested curriculum for your senior management team that aims to maximize operations and profit by leveraging a robust portfolio of frameworks to bolster executive decision-making power and company-wide performance.

### V. Monetization Event Preparation

Designing the narrative and value proposition for a company's capital raise or sell-side transaction is best handled by an embedded team with backgrounds in investment banking, venture capital, operations, and corporate law. Michael will work with you to select the most effective, world-class team to help you and your shareholders maximize the value that you've built in your company.

WARNER  
MEDIA

SB  
PROJECTS

WILD CARD

upfront

EY

Super  
Deluxe

turner

P&G

Dr. Schulze's

Delacon

LivingHealthy

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Charles Towne **Advisory Services** provides solutions to complex business problems and experienced advice to tackle strategic options. Our team is comprised of former CEOs, CFOs and COOs who have deep industry knowledge and functional specialization. We compliment the vision of CEOs and their teams using an array of data-driven, empirical processes that when optimally executed result in superior performance. Our team's specialized skills can be critically valuable to managing through a business crisis or reorganization as well as evaluating and executing acquisitions for both strategic and financial buyers.

CTH's **Investment Banking** capabilities cover M & A and Private Placements for equity and debt (series B or later). Every deal is led and accompanied by senior-level bankers, many of whom also bring previous operational experience. Our target deal sizes typically start at \$10mm. If it is not a fit, we will be quick to tell you. And if you are a start-up or raising a Series A, our advice is to don't hire an investment banker! VCs don't like spending their money on anything except growing the company.