

Miriam-Elena Serban

Associate, Bucharest



■ Area of expertise

- Functional: Growth strategy, Corporate growth, M&A, Spin-offs, Market analysis, Organizations, Organizational structure, Culture, Procurement, Change management, Due diligence, Process analysis, IPO, Antitakeover defense
- Industry: Professional services, Healthcare, Biotechnology, Consumer goods, Financial institutions, Real Estate, Semiconductors

■ Selected experience (2 years)

- Organizational design for leading European chemicals company:
 - Reorganization of processes, culture assessment, excellence in procurement assessment, competency gap analysis
- Preparation for Initial Public Offering of Swiss corporates from various sectors
 - Equity story, enterprise valuation, due-diligence, roadshow & prospectus preparation and syndication
- Capital structure optimization of major Swiss company
 - Benchmarking, corporate rating sensitivity analysis, redesign of capital structure targets
- Corporate takeover defense mandates for Swiss entities various sectors
- Unlocking shareholder value analysis through sale of assets and spin-off for major Swiss industrial player
- Capital increase readiness for leading Swiss entities in various sectors
- Preparation of major Swiss financial corporates for ownership transfer through block sale
- Financial analysis of various companies to assess loan capacity against majority stakes in these companies

■ Prior work experience

- Credit Suisse (Investment Banking Analyst) - Zurich, Switzerland
- Ascot Wealth Management (Investment Associate for SEIS Platform) – London, United Kingdom

■ Education

- BSc of Finance & Investment Banking – Henley Business School (UK) & The Academy of Economic Studies (Ro)

■ Language skills

- Romanian (native), English (fluent), Spanish (intermediate), German (basic)