

intellilink

Marketing & Communications Merger Integration / Divestment Project Management

Intellilink is a global management consulting firm with deep expertise in project managing merger integration and divestment initiatives for marketing & communications companies.

Our capability is built on successfully project managing major transformation and private equity backed integration / divestment initiatives in the industry for more than 20 years. We understand the unique operations of both holding and operating companies and are intimately aware of how the global decentralized nature of large operating companies impacts successful change implementation.

Integration or divestment within the marketing & communications industry is often complicated by geographic, governance or non-standard operating issues. To ensure success we typically coordinate all work required to complete the initiative across multiple geographies and business functions such as; Legal, Tax, Treasury, HR, Finance, Real Estate, Technology, etc. We project manage all activities including; SEC clearance, legal entity setup / rationalization, business certifications, tax registrations, bank account setup / closure, payroll, benefits / pensions, client & supplier contracts, systems rollout or rationalization, TSA design & management, works council consultations and employee transition.

Our focus is on implementation and our approach incorporates cutting edge artificial intelligence to efficiently manage the project. We reduce total project cost by creating teams that combine our hands-on but highly experienced consultants with local client resources. We intensely value the collaborative working relationship we develop with our clients and work side by side with them as they drive an initiative to success.

THE INTELLILINK DIFFERENCE

- We work in **small teams** that partner closely with client managers. Our prime objective is to support them and make them successful during complex change initiatives.
- Our consultants are both **highly experienced & hands-on**. Although senior they will readily get into the details of a complex assignment and then use their expertise to drive change.
- We deliver **client centric solutions** determined by a client's current situation. We have extensive project management templates and intellectual property but we never deliver boiler-plate solutions.
- We deploy a proprietary **artificial intelligence tool** to improve the productivity of the merger integration / divestment team. The tool assists project managers in developing actions, managing communications and resolving issues.

At Work

Separation Management Office

Managed the global SMO for the divestment of a market research business from a global advertising holding company to a private equity firm. Workstreams included Legal, Finance, HR, IT, Commercial, Procurement, Facilities, Operations, and Commercial to ensure readiness for deal closure. Developed and executed TSA exit plans to establish capabilities independent of the former parent company.

Business Carve Out

Managed the internal carve out of a media business ahead of divestment from a large global research firm. Coordinated across functional areas to set up new legal entities, conducted employee consultations, and developed internal TSAs to enable operational independence.

Legal Entity Rationalization

Reviewed the legal entities across the Americas for an advertising holding company and developed a plan to reduce & simplify entity structure. Coordinated with Legal, Finance, Tax, Treasury, Commercial and IT to merge or dissolve entities.

Contract Management

Collected client & supplier contracts for an advertising intelligence business in the US & Canada and worked with legal and the business to determine specific actions needed for each contract, i.e., assign, split, obtain change of control consents, etc. Set up and maintained status tracker to ensure necessary actions were taken ahead of the divesting the business.

Merger Integration

Managed the IMO for an advertising intelligence company to fully integrate an acquired organization. Focus was on Finance and Sales operations since these areas faced the most challenges to align systems, teams and ways of working.

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