

CASE STUDY



Post-merger integration for two leading media companies

Situation: Industry leading broadcast content provider acquired competitor and needed experienced program manager to lead post-merger integration efforts

What We Did: Deployed a senior operations professional with media & entertainment experience and expertise in leading post-merger integration initiatives

Developed the integration framework and led the implementation of all integration initiatives; within 60 days, had renegotiated key content contracts, cancelled extraneous/unprofitable programming, and consolidated discussions with advertisers on rates. Stepped in as interim CFO to ensure timely SEC reporting and upgrade the skills of the finance organization

Reached 80% of 1st year savings targets set by lending institutions in first 90 days and 100% within 6 months, exceeding both the lenders' and the Board's expectations