

What do the most dynamic, value-added speakers you've ever heard have in common?

## PERSPECTIVE.

*It's what induces change in organizations.*

*It's what makes leaders better.*

*It's what makes profitable companies more profitable.*

*It's what helps challenged companies reinvent themselves.*

## IT'S WHAT ADAM J. EPSTEIN BRINGS TO THE TABLE



ADAM J. EPSTEIN

*Advisor • Speaker • Author*

Adam J. Epstein has lived, worked, and traveled globally. He's been a large firm lawyer, and an in-house counsel. He's had senior operating roles in retail, technology, and finance.

He co-managed a large special situation hedge fund that invested in hundreds of high growth companies. He has advised scores of high growth company CEOs and boards. He's published critically acclaimed books and written for publications all over the world.

And, outside of business, Adam has successfully climbed and skied down some of the largest wilderness peaks in the United States.

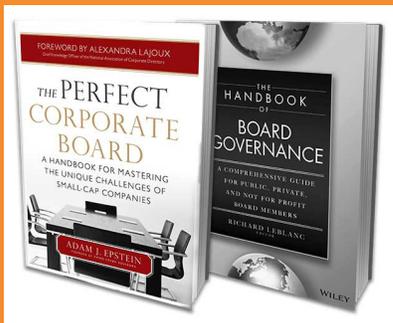
Adam's unique perspective makes him a sought after speaker; he has undertaken more than 125 speaking appearances globally since just 2012.



He is retained to speak by corporate governance organizations, corporate boards, law firms, audit/consulting firms, investor relations organizations, and investor conferences.

Whether he's sharing the stage with Fortune 100 board members and former White House cabinet members, or is presenting global keynotes, Adam is invited back over and over again by iconic companies due to his well-chronicled thought leadership, unique perspective, candor, humor, and practical takeaways.

**The Perfect Corporate Board reached #1 on Amazon's corporate governance vertical in June 2017.**



## POPULAR PRESENTATION TOPICS

### THE UNDERAPPRECIATED NEXUS BETWEEN GROWTH CAPITAL AND STORY-TELLING: AN INVESTOR'S PERSPECTIVE

Whether your company is public or private, family-owned or non-profit, growth capital is likely in your future. Finance executives have been trained to believe that equity or debt financing comes down to financial metrics — full stop. But if equity and debt financings were just about dollars and cents, then how does that explain the fact that similarly performing companies are valued completely differently by investors and lenders every day? The difference often comes down to a CEO or finance executives storytelling acumen... or lack thereof.

### SMARTER, FASTER GROWTH... ACTUALLY STARTS IN THE BOARDROOM

An inordinate number of pre-IPO and publicly-traded companies that fail or underperform have one thing in common when you analyze their shortfalls. This interactive "case-study" presentation examines several, recent, high-profile corporate failures, and helps audiences understand what they all had in common – the wrong people in their boardrooms – and how their non-profit, family, private, or public companies can benefit from avoiding the same fate.

### WHY MOST INVESTOR MEETINGS AREN'T AS SUCCESSFUL AS CEOs THINK

While skilled investor relations professionals do a terrific job of preparing management to meet with the buy-side, institutional investors view the world through a much different lens. And it's a lens that many non-investors just aren't great at understanding. When you couple this with the fact that many investor meetings are doomed before they start because of deficient websites, there is often an enormous disconnect between how CEOs perceive the success of investor meetings, and how the buy-side actually responds. This session provides practical takeaways from the perspective of a former institutional investor who has sat through 1000s of CEO presentations.

### PREPARING FOR SMALL-CAP BOARD SERVICE: A FRANK, HIGHLY DIFFERENTIATED PERSPECTIVE

There have never been more seated and retired executives considering board service. Since the overwhelming majority of public companies are small-caps, that's where most executives will end up. But small-cap companies are fraught with risks that most executives fail to take into account, and most executives – particularly those from larger company environments – have fanciful expectations of what it's actually going to be like to serve on a small-cap board. This session accomplishes two goals: 1) it helps accomplished executives avoid damaging their reputations; and 2) it provides an actionable framework for executives to find the right board. Adam's not speculating in this regard: he's advised more small-cap boards than anyone else in the United States.

## TESTIMONIALS

*Adam has a unique and passionate way of breaking down the principals of corporate governance through stories and experiences that highlight actionable steps any entrepreneur can take to make their business stronger and better able to overcome the big challenges that come their way.*

**- Celena Aponte, Director of Strategic Initiatives, Nasdaq Entrepreneurial Center**

*Adam has consistently supported our Board Development Program as a speaker sharing his unique perspective regarding the challenges of governing small-cap companies. He is one of the highest rated speakers at every session. We have been fortunate to benefit from his extensive knowledge on the realities of serving on small-cap boards and appreciate his contributions to our program.*

**-Rick Sanders, Managing Director, Office of the Chairman, Deloitte**

# ADAM J. EPSTEIN HAS A SINGULAR PERSPECTIVE



VIEW THE SPEAKER REEL



VIEW THE OPENING  
REMARKS AT THE SEC

A nationally recognized small-cap expert, Mr. Epstein has advised, governed, and invested in hundreds of small-cap companies. His capital markets and corporate governance acumen are products of a singular perspective – a former corporate attorney, operating executive, institutional investor, and, now, board advisor. As Bloomberg Businessweek commented regarding Mr. Epstein's category-defining corporate governance book, "attention, directors of small-cap companies. Help is on the way."

Mr. Epstein is an advisor to CEOs and boards of pre-IPO and small-cap companies through his firm, Third Creek Advisors, LLC. He speaks monthly at corporate governance and investor conferences, and has appeared internationally more than 100 times since 2012. Mr. Epstein is a key contributor to Nasdaq's Amplify small-cap content initiative, and he is a mentor at the Nasdaq Entrepreneurial Center. He writes the "Entrepreneurial Governance" column in Directorship magazine, is the author of *The Perfect Corporate Board: A Handbook for Mastering the Unique Challenges of Small-Cap Companies* (New York: McGraw-Hill, 2012), and is a contributing author to *The Handbook of Board Governance: A Comprehensive Guide for Public, Private and Not for Profit Board Members* (New Jersey: Wiley, 2016). In June 2017, *The Perfect Corporate Board* was the "#1 Best Seller" in the corporate governance vertical on Amazon.com, and in June 2016, *The Handbook of Board Governance* was the "#1 New Release" in corporate governance on Amazon.com.

Previously, Mr. Epstein was lead independent director, then chairman of OCZ Technology Group, Inc., a designer

multiple  
without licenses;  
has been halved

scandals came to

director (VC investor)  
insurance industry exper.

Nasdaq

Entrepreneurial Center

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and manufacturer of solid-state drive storage and computer components. Prior to founding Third Creek, he co-founded and was a principal of Enable Capital Management, LLC (ECM). During his tenure, ECM's special situation hedge funds invested in more than 500 small-cap financings in the United States, the European Union, and Australasia. Before ECM, Mr. Epstein held senior operating roles with Enable Capital, LLC, a merchant bank, Surge Components, Inc., a vendor of discrete capacitors and semiconductors, MailEncrypt.com, Inc., a provider of encrypted email services, Tickets.com, Inc., an entertainment ticketing company, Vertical Horizons, a continuing education vendor, and Achilles' Wheels, Inc., an operator of skate and snowboard retail locations. He started his career as an attorney at Brobeck, Phleger & Harrison, after having been a law clerk at Willkie Farr & Gallagher.

Mr. Epstein has been featured in *The Wall Street Journal*, *Bloomberg Businessweek* and on *CNN Presents*, and has been quoted in, among others, *Forbes*, *Agenda* (*Financial Times*), *Compliance Week*, *CBS Marketwatch*, *San Francisco Chronicle*, *Reuters*, and *American Bar Association Journal*.

He is an active supporter of U.S. veterans and their families; all of his royalties from *The Perfect Corporate Board* are donated to Fisher House Foundation.

Mr. Epstein earned a Juris Doctor from Boston University School of Law, and a Bachelor of Arts, cum laude, from Vassar College. Preceding undergraduate study, he graduated from the American School in London.