

RIVERON

PREPARE FOR CHANGE

CONWAY MACKENZIE

PART OF RIVERON



Consumer Products

Consumer products companies and brands are facing significant disruption due to evolving consumer demographics, the collapse of traditional retail channels, and new technologies. The global pandemic has created further complexities, with consumer spending in critical categories halted and consumer shopping habits accelerating from in-person to online, creating a multitude of business challenges from supply chain to shipping delays and untimely business closures.

As consumer behavior continues to shift, building the right strategies in an ever-changing environment with limited data points will determine success in both the short and long-term. In addition to increased agility, brands need to connect directly with consumers by building innovative direct-to-consumer platforms, measuring the customer experience, and becoming exceptional retailers of their own products.

Key areas we serve include:

- ▶ Packaged and non-packaged goods
- ▶ Apparel, accessories, and footwear
- ▶ Beauty and wellness
- ▶ Other consumer products

We partner with consumer products companies to implement tailored solutions that drive transformational change and create value for the organization.

ACQUISITIONS & DIVESTITURES

Manage the M&A cycle to meet deal milestones, develop viable operating models, explore capital markets alternatives, and provide buy and sell-side diligence analysis and support

PERFORMANCE IMPROVEMENT

Analyze and optimize processes, including finance, procurement, and operations, and develop and implement transformational solutions that improve profitability and drive operational efficiencies

ACCOUNTING & FINANCE OPERATIONS

Solve complex technical accounting and tax matters for financial reporting and regulatory compliance and optimize financial planning, analysis, and internal controls

TECHNOLOGY ENABLEMENT

Implement and optimize industry-specific solutions, as well as assist with systems selection, project management, and value assurance

COMMERCIAL EXCELLENCE

Evaluate the go to market strategy, including consumer-centricity, market segmentation, e-commerce channels, and processes, and develop a customized execution plan to achieve desired results

TURNAROUND & RESTRUCTURING

Improve results and restore value with tailored industry solutions, as well as interim management, real estate optimization, and bankruptcy services

REPRESENTATIVE ENGAGEMENTS

Commercial Excellence 	Commercial Excellence 	Diligence (Buy-side) 	Diligence (Sell-side) 	Finance Transformation 
Financial Planning & Analysis 	Financial Planning & Analysis 	Interim Management 	Interim Management 	Performance Improvement 
Technical Accounting 	Technical Accounting 	Technical Accounting 	Turnaround & Restructuring 	Turnaround & Restructuring 

WHY PARTNER WITH US?

We approach every situation with purpose and pragmatism, taking on your challenges as our own.

- ▶ Cross-functional teams with in-depth Consumer Products knowledge and experience
- ▶ Full range of integrated services across finance, accounting, and operations
- ▶ Hands-on approach and delivery of practical solutions for an immediate impact and lasting change
- ▶ Ability to seamlessly scale resources up or down as engagement circumstances dictate
- ▶ Credibility in the marketplace through a proven track record of success



Riveron is a national business advisory firm with services spanning finance, accounting, and operations. Conway MacKenzie, part of Riveron, specializes in distressed and special situations. Together, we partner with our clients to successfully prepare for and execute change across the transaction and business lifecycle in both healthy and distressed environments.



Accounting
Advisory



Accounting &
Finance Operations



Capital Markets
& Divestitures



Performance
Improvement



Restructuring &
Turnaround



Tax
Advisory



Technology
Enablement



Transaction
Services