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## **DENNIS M. GERRARD**

### **Managing Director**

239.784.9317

[dgerrard@auroramp.com](mailto:dgerrard@auroramp.com)

Dennis brings over 20 years of senior management experience to Aurora's clients, which includes President, CEO, COO and other executive level positions. He also brings an extensive background in turnaround and crisis management with considerable experience in restructuring businesses to operate in cash-constrained environments, reducing manufacturing overhead and SG&A, renegotiating debt and taking companies through Chapter 11 bankruptcy proceedings.

His diverse category experience includes consumer products, garments and textiles, automotive, paper and packaging, telecommunications, plastics and distribution and logistics. Plus, he has successfully led the sale of eight different companies throughout his career, including Section 363 and Article 9 transactions.

Prior to joining Aurora, Dennis was a Turnaround Consultant with CRG Partners for six years and before that with Horizon Advisors for two years where he served as interim CEO of two companies, developed and implemented profit improvement and reorganization plans, recruited and installed permanent management, acted as Financial Advisor to the debtor in Chapter 11 foreclosure proceedings and developed a profit improvement plan for a manufacturer of telecom equipment.

His most recent assignment was as interim CEO of a \$100 million, multi-division apparel company where he assumed control of the company after a failed sale and then developed and implemented a revised strategy which ultimately yielded over 3X the prior valuation.

Mr. Gerrard has also been interim CEO of a \$100 million multi-plant plastics producer, financial advisor to a \$100 million garment manufacturer, court-appointed President and COO of a leading storage products manufacturer, Interim CEO of a decorative packaging company and Interim CEO of a packaging products manufacturer.

Mr. Gerrard received his Bachelor's degree from St. Mary's College, Moraga, California.