

PODCAST SPEAKER ↙

# CRAIG DICKENS

## ENTREPRENEUR AND CEO OF JD MERIT INVESTMENT BANK



An expert in Mergers and Acquisitions (M&A), rapid growth, and helping business owners create more valuable companies and achieve the ultimate business accolade - the successful sale of their companies.

### BACKGROUND INFORMATION

Craig is an engaging guest simplifying the complex, and providing memorable anecdotes and stories about business, M&A and achieving life-changing outcomes for entrepreneurs and families.

Craig Dickens approaches business, value creation, and M&A from his own experience as a serial entrepreneur and helps first-time sellers or buyers on how to win at the M&A game and how to achieve “outlier outcomes” in the sale of their business.

Craig is plain-spoken as a fellow entrepreneur turned CEO of an investment bank, and brings the keys to unlocking liquidity to the middle market business without the pretense and arrogance of wall street.

### SAMPLE INTERVIEW QUESTIONS

1. Having sold 13 of your own companies after adding 22 acquisitions to make those companies larger and more valuable, share a few life lessons on how to win at M&A?
2. You say entrepreneurs should “begin with the end or exit in mind”, what do you mean by that in the context of achieving a company sale?
3. You talk about “reverse engineering” your exit or sale – tell our audience about that.
4. What should business owners know about what buyers want when purchasing their company?
5. How should our audience think about a timeline to prepare their company for sale and who they should include in the process.
6. Can you share some of the most frequent “Deal Killers” and how can our audience avoid these?
7. You have popularized “M&A Axioms” to give sellers and buyers poignant truisms about M&A, can you share a few with us?
8. You have taken a business public, sold to a public company, partnered with private equity, and sold to family offices and others. Can you share some learnings from those different sale dynamics?

📍 Seattle, WA

👤 Pronouns: He, Him

🎧 Available For: Remote or face-to-face interviews

### CATEGORIES

- + Mergers & Acquisitions (M&A)
- + Rapid Growth
- + Business Value Acceleration
- + Entrepreneurship
- + Raising Capital
- + Exit Planning
- + Partnering with Private Equity

### POSSIBLE TOPICS

- + How to build a valuable company
- + How to achieve rapid growth and exit velocity on your way to the deal of a lifetime
- + How to monetize your life’s work thru an M&A recapitalization or sale
- + How to break thru barriers or plateaus in your business
- + How to sell for the highest dollar amount and achieve an “outlier outcome”
- + Finding multiple liquidity options

## PREVIOUS PODCAST & SPEAKING APPEARANCES

Columbia Bank.....	Exit Planning & Succession
SGIA .....	Today's Changing M&A Strategies
425 Business .....	Building a Valuable Company, you can sell
Spire .....	Why Working ON vs. IN your Business creates exit value
Vistage.....	Vistage Keynote – Make your company sellable
CEO Network .....	M&A for Manufacturing companies
CEO Excel.....	M&A “Silver Tsunami”
Collective 54 .....	<a href="#">Why Waiting Too Long to Sell Your Firm Could Be Very Costly</a>
Entrepreneur Organization (EO)....	Various / Multiple Topics
Private Keynote .....	Selling your business for the highest value
Private Keynote .....	Growing your business before the sale
Private Keynote .....	Negotiating with Private Equity – Don't bring a knife to a gunfight
IEEE.....	Technology M&A Outlook for 2023
CEO Money .....	<a href="#">State of M&amp;A Markets and unlocking wealth</a>
Wall Street Bulls & Bears.....	<a href="#">Buying &amp; selling Businesses, Deal killers, and more.</a>
Million Dollar Relationships .....	Key relationships in achieving successful Sale
Top M&A Entrepreneurs Podcast ..	<a href="#">An Insider's Look to the Deal-Making Journey</a>
Cashing Out Podcast .....	<a href="#">13 Exits and a Lifetime of M&amp;A Experience</a>

*Craig is more than an entertaining, thoughtful speaker. His subject matter expertise and real-world experience around M&A and capital markets transactions make him a profoundly insightful speaker, and a great resource for middle market CEOs and folks looking to raise capital for growth.* – Sherry Zins Calvert

### PODCAST PROMOTION



#### LINKEDIN & TWITTER

Two Pre-show LinkedIn invites to view/listen (if Live Podcast) to

**20,000+**

CEO/Entrepreneur followers.

One post-show follow-up appreciation post and invite to listen after the fact to 20,000 + LinkedIn CEO/entrepreneur followers with Subscribe CTA.



#### NEWSLETTER

Three pre-show invites to

**55,000+**

Email / Newsletter CEO / Entrepreneur followers.

One Post-show “in case you missed it” invite to watch/listen to the episode with subscribe CTA.

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be a guest on  
your podcast**

*or schedule a time to discuss details*

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