Deanna Fletcher

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EXPERIENCE

Private Equity Firm — **Boston, MA**
Associate, Private Credit & Equity — *April 2024 – Present*

Transaction Responsibilities:

- **Due Diligence**: Led deep-dive due diligence on targets, spanning commercial, operations, quality of earnings, and more.
- **Structuring & Valuation**: Constructed detailed LBO models to structure transactions and pressure test expected returns.
- **Investment Presentation**: Persuaded Investment Committee on potential deals via both informal and structured presentations.
- **Portfolio Management**: Monitored company performance and supported investor reporting.

Select Transaction Experience:

- *Independent Sponsor Buyout: Project Tropical – a commercial services company serving pharmaceutical and industrial verticals*
  - Directed diligence on quality of earnings, market analysis, and operations to inform a $20.0MM investment decision.
  - Identified key transaction risks through diligence on top 20 accounts representing ~60% of total revenue, analyzing customer contracts, churn dynamics, revenue quality, share of wallet, and margin trends.
  - Built and pressure-tested critical assumptions in 5-year pro forma financial models, developing downside and upside cases to quantify potential MOIC and IRR variation and guide transaction structuring.
  - Conducted independent analysis to develop investment thesis grounded in competitive positioning, market demand inelasticity, customer diversification, and regulatory tailwinds.
  - Compiled in-depth investment memos summarizing the investment opportunity, merits and risks, transaction structure, and diligence findings.
- *Growth Capital: Project Aggregate – a specialized construction materials company in the U.S. infrastructure market*
  - Structured and supported negotiation of investment terms for a ~$15MM minority investment, aligning governance, downside protection, and incentives.
  - Developed deep subject matter expertise across 3 customer segments to support analysis of product-market fit, adoption risk, substitution threats, and scalability for a growth-stage business with ~$30MM in revenue.
  - Built 5-year forward-looking revenue and earnings projections by assessing key demand, pricing, and operating driver, supporting diligence and investment decision-making.
  - Performed in-depth financial analysis, evaluating EBITDA adjustments to assess underlying earnings strength, analyzing seasonality impacts, and reconciling budget vs. actual results to identify trends and variances.

Strategy Consulting Firm — **Boston, MA**
Consultant, Growth Strategy — *June 2021 – December 2023*

Project Responsibilities:

- ***Workstream Ownership***: Managed progress, deliverables, stakeholders, and a team of analysts.
- ***Primary & Secondary Research***: Conducted extensive expert interviews and secondary research to form subject-matter expertise.
- ***Data Analysis and Presentation***: Transformed large datasets into actionable insights and clear recommendations.

Select Experience:

- *Healthcare / Medical Technology. Workstream leader role with managing responsibilities.*
  - Spearheaded research with 60+ KOLs to assess the regulatory environment, identifying market barriers, and benchmark Client across product lines and patient care settings to support a $~1.76B portfolio strategy.
  - Built strategic roadmap for Client's global portfolio of 30+ products across U.S. and Europe, synthesizing market sizing, customer feedback, and competitor analyses.
  - Engaged 20+ management and internal stakeholders to inform strategic prioritization, evaluating operational capabilities, growth constraints, governance gaps, and value-creation opportunities.
  - Constructed detailed business cases, 5-year financial forecasts, and risk assessments for high-impact growth initiatives, enabling informed prioritization to generate $170MM in incremental revenue.

EDUCATION

Babson College – Class of 2021 — **Wellesley, MA**

- B.S. in Business Administration; Concentration in Finance & Economics
- Magna cum Laude, Omicron Delta Epsilon International Honor Society in Economics

Relevant Certifications: CFA Level 1, Securities Industry Essentials (SIE)

PERSONAL

Software: Advanced Excel Modeling (LBO, DCF, sensitivity analysis), Advanced PowerPoint, Capital IQ
Interests: Competitive Skydiver, Snowboarding