

Mel Meyer
Partner



Select Executive Experience

Mel Meyer Advisory Services LLC (2016-2024)
Principal

Northwestern University (2013-2023)
Adjunct Professor

GMA Construction Group (2019-2023)
Advisory Board Member

The McShane Companies (1999-2016)
Chief Financial Officer

Bulley and Andrews (1996-1999)
CFO and Vice President Treasurer

APV Americas (London) (1993-1996)
Vice President of Finance and Administration

Core Competencies

Strategic Planning

P&L Management

Project Management

Forecasting

EBITDA

Accounting

Cash Management

Capital Markets

Cost Engineering

Executive Profile

Mel is a partner on the Midwest team of Seaton Hill. Mr. Meyer is a strategy and business development executive with substantial experience designing, leading, and implementing a broad range of company growth and realignment initiatives. He is a well-versed, known leader in the construction and real estate business community and is skilled at analyzing financial debt and creating strategic plans to drive growth and profitability. Mel is adaptable with the ability to motivate others towards company goals. He is also proficient across the sectors of business and financial management, real estate development, organizational restructuring, succession planning, and leadership training.

Education & Certifications

Master of Business Administration in Finance
Northern Illinois University

Industry Experience

Private Equity

Construction

Financial Advisory

Corporate Real Estate



Our partners have deep experience across multiple industries, and can quickly integrate into your organization to provide the insights you need to succeed in today's marketplace.

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Partner



Key Experience

Advisory Services: In 2017, Mel Meyer Advisory Services LLC was hired by Bob Ogdon, CEO of Dry Fly Capital (then Ogdon Ventures) for their first acquisition, Westland Distributing. Mel helped design the interactive financial model of the Income Statement, Balance Sheet, and Cash Flow Statement which were used to project a five-year forecast of net income, cash, debt financing, and exit valuation. He also worked with the team in assessing the value of Westland's assets and the potential Goodwill in the acquisition. Mel reviewed the investment brochure for eventual capital partners. He assessed the team in the final negotiations of asset value throughout the closing and Westland Distributing was successfully sold in 2023.

Adjunct Professor (PE-related coursework): For over a decade, Mel has been an Adjunct Professor at Northwestern University, having taught coursework in multiple areas of finance including Finance & Accounting for Executives (Executive Management for Design and Construction degree program), Financial & Managerial Accounting, Managerial Finance, and Cost Engineering & Control classes to graduate students enrolled in the Masters of Project Management Program (MPM). He also taught a Real Estate Project Funding & Global Capital Markets program that included a curriculum for debt and equity markets linked to real estate assets with topics ranging from Debt Strategies for Financing Commercial Real Estate and Crowdfunding to TIF Funds and REITS.

Merchant Build Developer: Mel was CFO for a merchant build developer that did approximately \$1 billion in real estate deals with equity partners such as Harrison Street, MetLife1, Northmarq, Pearlmark, Marcus & Millichap IPA, CBRE, Avison Young, and Jones LaSalle. While helping lead the firm through the 2008/2009 capital recession, he oversaw all debt restructurings and planning.

General Construction Contractors: For one general contractor Mel created the new role of Chief Financial Officer, structuring the position and leading the company to significantly improve operating margins while increasing company revenue from \$60 million to \$140 million. He provided key support to the fourth-generation family member as he joined the firm and learned the business. Mel worked to develop best practice procedures with a focus on operational planning and execution. He is an expert in administering long-term contract controls and procedures.

Food Equipment Manufacturer and Engineer: Mel was promoted to Vice President of Finance and Administration, reporting to the Director of Finance in London, within six months of recruitment. He brought expertise to long-term contract controls and overall business forecasting. By year three, Mel helped turn around a group that had lost \$5 million to a profit of \$3 million. He was also part of the management team that directed the reorganization of APV Americas resulting in the changing of a \$10 million annual loss to a \$5 million annual profit. During his tenure, Mel gained strong insight into the process and functions of an international firm.

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