

LAURA K. SANDSTROM, ASA

Valuation Certified | M&A Lead | Corporate Development | PE Support | Financial Modeling/Advisory

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EXPERIENCE



ETA Capital Fund I f/k/a MBA Fund I - Equity Impact Fund

Cincinnati, OH

Managing Director Investments & Client Engagement

03/2024 - 11/2025

- Appointed Lead Underwriter after developing robust infrastructure for underwriting equity investments
- Led all aspects of M&A, valuation, deal structure, modeling, data insights, risk assessments, forecasting, and sensitivity analysis. Utilized proper valuation and corporate development methods to value.
- Prepared investment memos for the Investment Committee and Board of Directors.
- Partnered with clients' outside advisory firms (accounting, legal, tax) to advise on SPA/APA terms amenable to the fund.
- Offered insights as the lead technical accounting resource (working capital, ASC 842 lease accounting, opening balance sheet valuation topics).
- Provided fractional CFO services to clients, including a custom revenue forecasting tool, monthly reporting deck and KPIs, cash burn, and budgeting.
- Identified key profitability changes required for clients to be profitable.



Book+Street, - Start-Up Advisory Firm

Cincinnati, OH, Columbus, OH

Fractional Chief Financial Officer (CFO)

08/2023 - 03/2024

- Assumed position of Vice President of Investments for SaaS PE Fund
- Created bespoke revenue, staffing and P&L models for various start-up clients; monitored monthly cash flow and forecasted cash deficits/infusions
- Developed robust "Build vs. Buy" model for US vs. Canada production
- Prepared deck for sale of a business and advised on target sale price; included valuation considerations including the Discounted Cash Flow method ("DCF"), Guideline Transaction Method ("GLT") and Guideline Public Company ("GPC") methods



Belcan - PE Owned Company (Acquired for \$1.3B)

Cincinnati, OH

Senior Director of Finance & Corporate Development

01/2018 - 08/2023

- Developed M&A playbook, due diligence checklist, synergy tracker, integration progress templates, etc., de novo; led line of business (LOB) merger and acquisition (M&A) training sessions.
- Quarterbacked M&A activity for 15-20 deals over 6 years from due diligence to modeling, integration, synergy tracking, and valuation.
- Expert in utilizing the asset, income, and market approaches; most often employ the Discounted Cash Flow method ("DCF"), Guideline Transaction Method ("GLT"), and Guideline Public Company ("GPC") methods.
- Acted as Chief Integration Officer within PMO and successfully integrated 4 transactions; managed 17 cross-functional workstreams, including IT.
- Designed more than 1,000 integration plan tools and robust diligence request lists.
- Managed all deal communication with line of business (LOB) leads pre-deal and post-close.
- Prepared a 13-week consolidated global cash forecast for distribution to private equity (PE) firm; this yielded robust liquidity insights.
- Devised acquisition dashboards to track transactions post-close for board reporting; included IRR, NPV, payback period, etc.
- Performed internal valuation analyses for restructuring and impairment purposes; conducted lookback valuation for tax purposes on disposition/carve-out and performed ASC 805/ASC 350 valuations.
- Successfully managed federal grant application resulting in \$16.6M cash award, with 100% accuracy on government audit
- Devised acquisition dashboards to track transactions post-close for Board reporting; included IRR, NPV, payback period, synergies, etc.



Paycor - HCM Software Provider to SMB, SaaS

Cincinnati, OH

Corporate Development Lead; CFO Support

10/2016 - 01/2018

- Closely collaborated with CFO to greatly enhance reporting packages to investors; prepared SaaS metrics in event of an IPO; focused on pre-IPO stats of competitors
- Within two (2) months of hire date, elected to direct strategic corporate initiative in a three-day offsite for executives
- Introduced industry standards for SaaS metrics (ARR/MRR/Rule of 40) to monthly reporting package and led initiatives for LTV & CAC calculations
- Devised and created in-depth analysis to determine the Cost of a Sales Rep and key insights regarding forecasted amounts for the sales team; utilized complex cohort analysis
- Partnered with LOB to successfully renegotiate value added reseller (VAR) agreement for learning management software (LMS)

EXPERIENCE



Cabrillo Advisor, LLC - Boutique Valuation & Financial Advisory Firm

Cincinnati, OH; La Jolla, CA

Valuation Director

05/2014 - 10/2016

- Served private equity (PE) and venture capital (VC) backed start-up companies by conducting valuations of majority interests, minority interests, strategic value or partnership interests; often asked by founders to speak on their behalf with investors
- Completed over 200 financial and valuation projects for start-ups on the West Coast and in Silicon Valley; over 75% of which were used to meet IRC §409a requirements; acted as in-house CFO to field audit inquiries
- Prepared analyses of various IP portfolios for sale to a trust; created custom "rNPV" valuation models for life science companies
- Managed domestic analysts and an offshore team of 5-10 analysts



Deloitte - #1 Global Accounting Firm

Cincinnati, OH, Chicago, IL, Pittsburgh, PA

Business Valuation Manager Financial Advisory Services

- Led large scale, one-year valuation project for global tax reorganization efforts of a worldwide spirits producer; received accolades from International Tax Director for bringing clarity among ambiguity
- Successfully managed contentious, opposing sides of a \$100M corporate joint venture (JV); valued contributing assets to JV and forecasted potential synergies
- Managed Fair Value or Fair Market Value valuation projects for GAAP Financial Reporting (i.e. ASC 805, 350, 360) and Tax Compliance ((IRC §338, IRC §351, IRC §367(d), § IRC 409a, IRC §936(h)), Personal Goodwill, Discount Studies, Gift & Estate Taxes, GRAT, IC-DISC); projects ranged in size from \$15M to \$750M
- Quarterbacked 15-person, multidisciplinary valuation teams (Real Property, Personal Property, Business Valuation) and managed large offshore teams
- Conducted due diligence and managed interviews with C-Suite Executives
- Consulted clients on various topics before structuring a deal/transaction
- Provided Audit Partners with valuation expertise and feedback; experienced in resolving difficult valuation issues



Gordon Brothers

Schaumburg, IL, Cincinnati, OH

f/k/a Accuval Associates Manager Business Valuation and Corporate Services

- Assisted clients in meeting their Financial Reporting requirements related to Business Combinations (ASC 805) and Goodwill Impairment testing (ASC 350)
- Led large-scale valuation project for a billion-dollar company emerging from Chapter 11 reorganization
- Prepared appraisals of intellectual property and intangible assets for lending purposes
- Provided valuation services to PEG and Hedge Funds to assist them in meeting FAS 157 Fair Value Reporting Requirements



Valuation Research

Cincinnati, OH

Assistant Vice President - Valuation

- Performed valuations for public and private clients in various Midwest industries; valuations were used for gift and estate tax, restructuring, buy/sell agreements, Intellectual Property lending, royalty licensing and business combinations
- Advised and interviewed C-suite on strategies to achieve goals for financial planning, external reporting or tax restructuring purposes
- Designed all infrastructure/templates for business valuation and intangible valuations, cohort analysis, Weibull attrition analysis etc.; intangible assets included assembled workforce, trade names, contracts, non-competes, earn outs, customer relationships MPEEM etc.
- Managed large-scale \$1B+ Fresh Start Accounting bankruptcy valuation project that included heavy support from fixed asset team
- Reviewed, prepared and oversaw quality control for all outgoing reports; praised for effective verbal and written communication skills



Arthur Andersen

Cincinnati, OH, Chicago, IL

Senior Consultant - Valuation Advisory

- Prepared valuations for foreign interest allocations, tax management, restructuring, buy/sell agreements, gift and estate, ESOP and litigation purposes
- Valued prominent football stadium naming rights
- Utilized Black-Scholes pricing models to calculate equity option values
- Created valuation models for many locally owned privately-held companies
- Valued intangible assets using various methods (trade names, contracts, distribution networks, assembled workforce etc.)
- Selected as the only employee, out of a team of five valuation consultants, to join two leaders to open the next firm

EXPERIENCE



Fifth Third Bank

Cincinnati, OH

Commercial Credit Training Program-->Credit Analyst-->Commercial Leasing

- Assisted management in performing sound credit recommendations; prepared credit decks for Credit Committee
- Appointed role as Structured Lending Finance Analyst
- Identified lease and loan syndications for commercial equipment ranging from \$1.0MM to \$25.0MM, based on fluctuating bond rates
- Performed discounted cash flow analyses and created economic pricing models to evaluate the profitability of various lease structures

ORGANIZATIONS & AFFILIATIONS

 100 Wise Women Networking for Accomplished Career Women	 Alloy Growth Lab & gBETA gener8tor Morning Mentoring to Start-Up Participants	 American Society of Appraisers Active Member as Accredited Senior Appraisers within Business Valuation
 Cincinnati Estate Planning Council Member	 Connetic Ventures Silent Board Member 2020-2022	 Financial Executives Institute (FEI) Chapter Member and Prior Mentor CFO 2.0 Moderator 2024
 M&A Science Regular Participant & Roundtable Contributor	 Private Directors Association ® PDA Member	 Exit Planning Exchange XPX XPX is a multidisciplinary association of professional advisors who work collaboratively on exit planning for their business owner clients

EDUCATION



Miami University

Executive Education Mini MBA



Xavier University

Bachelor of Science in Business Administration (BSBA)

- Major in Finance (3.9 GPA) and Marketing (4.0 GPA); cum laude
- Recipient of Xavier University Presidential Scholarship and WSJ Award
- Xavier Finance Club



American Society of Appraisers

Accredited Senior Appraiser (ASA) in Business Valuation Discipline - Active



CFA Institute

Level I



MrExcel

Advanced Microsoft Excel Certification; highly skilled Microsoft Word and Microsoft PowerPoint



Wall Street Prep

Financial Modeling



Training The Street

Excel Training and Modeling

AWARDS



Voted "Best Modeler" by Partner at
\$6B PE firm among portfolio
company employees



Nominated for CEO Award at \$1B+
Company



Miami University Best Overall
Valuation and Conclusions

INDUSTRIES SERVED

Aerospace • Automotive • Chemical • Construction • CPG • CRO • Distribution • Feed/Co-Op • Fintech • Healthcare • Industrials • Life Sciences •
Manufacturing • Medical Device • Packaging • Paper/Coatings • Restaurant • Software • Spirits • Start-Ups • Steel • Sustainability • Transportation •
Utility

SKILLS

BizDev • Business Case Modeling • Carve Outs • Cash Flow Forecasting • Corporate Development • Corporate Finance • Credit • Critical Thinking •
Discounted Cash Flow • Disposition • Due Diligence • Equity Valuation • Financial Modeling • GAAP • Goodwill Testing • Intangible Assets •
Integration • JV • KPI • Leadership • LOB Partner • M&A • Merger & Acquisition • Multiples • Operational Improvement • PE Support •
Project Management • SaaS • Strategic Advisory • Strategy • Underwriting • Valuation • Value Creation