



## PARTNERS IN TRANSFORMATIONAL GROWTH

The firm has been established as a successor business to Snow Phipps Group, LLC, and builds upon the experience of its investment team, whose members have collectively led private equity investments (inclusive of co-investments) of \$3.3 billion across the middle market for 19 years. TruArc pursues a strategy of active strategic and operational management by partnering with dedicated senior executives and strong management teams. TruArc targets companies where there are multiple organic and inorganic opportunities to pursue transformational growth within attractive sub-sectors across Specialty Manufacturing and Business Services. Since 2005, the TruArc senior investment team has collectively led 26 platform investments and over 90 add-on acquisitions.

### TRUARC BY THE NUMBERS

19

Investment Professionals

19

Average Years of Senior Team Tenure

26

Platform Investments

90+

Add-On Acquisitions



## Private Equity for the Middle Market

### INVESTMENT CRITERIA

- Target Platform EBITDA: \$10mm-\$50mm
- Target Investment Size: \$50mm-\$150mm (\$200mm inclusive of co-investment)
- Target Enterprise Value: \$100mm-\$500mm

### GEOGRAPHIC FOCUS

- Primarily North America

### SECTORS OF FOCUS

#### Specialty Manufacturing

- Engineered Products & Components
- Industrial Technology
- Contract Manufacturing
- Packaging
- B2B Consumer

#### Business Services

- Business Process Outsourcing
- Distribution
- Commercial & Industrial Services
- Tech-Enabled Services

### INVESTMENT PARTNERS

Brandon Kiss  
Alan Mantel  
Ogden Phipps II  
John Pless  
Gerald Sheehan

### BUSINESS DEVELOPMENT

Townsend Bancroft,  
Partner  
[tbancroft@truarcpartners.com](mailto:tbancroft@truarcpartners.com)

### BUSINESS SERVICES



2024 | Current \*

National manufacturer and distributor of customized industrial and institutional ("I&I") cleaning chemicals and application systems serving various end markets



2023 | Current \*

National provider of managed video surveillance and asset protection solutions to the multi-family housing industry.



2022 | Current \*

Supplier of consumable natural ingredients to diverse consumer end markets in North America



2021 | Current \*

Full-service digital marketing agency focused on performance marketing, serving both B2B & B2C customers across various end markets



2021 | Current \*

Provider of HVAC, electrical, and plumbing services in upstate & western New York



2021 | Current \*

Fire & life safety provider to national accounts via vendor partner network & local & regional customers through self-employed technicians



2018 | Current \*

Distributor of consumable metalworking and industrial MRO products



2016 | Current

Provides custom strategic processes that enable category-specific buying and selling between leading retailers and manufacturers



2015 | Current \*

Provider of environmental and geotechnical services including subsurface investigation, high resolution site characterization, and remediation



2012 | Current \*

Managed service healthcare IT solutions provider of customized staffing and consulting solutions



2017 | Realized

Direct-to-store distributor, technology and supply chain solutions provider for bakeries and cake decorators



2016 | Realized

Theft deterrent services and market-leading electric security fences and perimeter security solutions



2015 | Realized

Distributor of peripheral control products to building automation systems industry



2010 | Realized

Provider of contingent workforce management solutions

### SPECIALTY MANUFACTURING



Trademark Cosmetics, Inc.

2023 | Current \*

Formulation and contract manufacturing partner to established and emerging brands in the beauty and personal care market



2022 | Current \*

Manufacturer of plastic and rubber components for medical and diversified non-medical end market applications



2020 | Current \*

National prototyping services provider of CNC machined and sheet metal fabricated parts and components



2017 | Current \*

Global engineering solutions designer and manufacturer of stainless steel and specialty clamps



2014 | Current \*

Designs, manufactures, and markets category-leading products for the bowhunting and archery markets



2014 | Current \*

Full line supplier of high-quality private label & branded Mexican & Latino inspired foods



2017 | Realized

Technically-oriented North American manufacturer of sustainable, premium label solutions



2016 | Realized

Custom engineered interconnect solutions for high reliability applications across various end markets



2012 | Realized

Designer & manufacturer of specialty material-based energy management & environmental sealing solutions



2011 | Realized

Designs, manufactures, and sells upscale women's and men's apparel



2006 | Realized

Producer of roof support systems for the coal & hard rock mining industries



2006 | Realized

Supplier of polypropylene stable fiber for nonwoven fabrics & textile fibers

### OTHER



2007 | Current, Public

Global network of degree-granting higher education institutions



2007 | Current, Public

Originating and acquiring small balance commercial real estate loans on a wide variety of property types



2006 | Current

Financing the acquisition, cleanup & redevelopment of contaminated properties

\* Platform investments actively seeking add-on acquisition targets

The representative investments shown here are for informational purposes only. Such investments have been selected based on criteria other than investment performance alone.

While TruArc is a successor business to Snow Phipps and will have substantial overlap in investment personnel, and platform investments made in 2021 and later are held through entities managed by TruArc, the remaining current and realized platform investments listed on this page were made by and are currently held through funds managed by Snow Phipps Group, LLC.



## INVESTMENT PARTNERS

**Alan Mantel** is a co-managing partner and began working with members of the team in 2004. Previously, he was a partner of Guggenheim Merchant Banking and a managing director in the Leveraged Finance department at Credit Suisse.

**Ogden Phipps II** is a co-managing partner and began working with members of the team in 2004. Previously, he was a founding partner and president of Guggenheim Merchant Banking, worked in the Mergers and Acquisitions group of Gleacher Partners, and worked in the Leveraged Finance Group at Goldman Sachs.

**John Pless** is a co-managing partner and began working with members of the team in 2004. Previously, he worked at Guggenheim Merchant Banking and UBS Investment Bank.

**Townsend Bancroft** is a partner who leads the firm's business development and investor relations efforts and began working with the team in 2005. Previously, Townsend was a sales representative with Victaulic Company and an analyst at JPMorgan Chase.

**William Gassman** is a partner who leads the firm's Structured Opportunities strategy and began working with the team in 2023. Previously, he was an executive director at Morgan Stanley.

**Brandon Kiss** is a partner and began working with the team in 2007. Previously, he was an analyst in the Investment Banking group at Morgan Stanley.

**Gerald Sheehan** is a partner and began working with the team in 2005. Previously, he was an analyst in the Investment Banking division of CIBC World Markets Inc.

## MANAGING DIRECTOR

**Gary Spitz** is a managing director – financial operations and has been working with the team in that capacity since 2018. Previously, he was the chief financial officer of Coriant and FiberVisions and has 30+ years of experience working in private equity-backed and public companies.

## OPERATING PARTNERS

**John Kenny** serves as the chairman of AI Fire and Northwinds Services Group, and served as the chairman of Amarok. Previously, he was CFO of Iron Mountain Inc.

**Campbell Langdon** serves as the chairman of Lamark Media, ECRM and HCTec, and served as chairman of ZeroChaos. Previously, he was a senior executive at Automatic Data Processing, Inc., and was a partner at McKinsey & Company.

**John Schweig** serves as the chairman of BlackHawk, co-chairman of New Directions Aromatics, and non-executive chairman of Meyer Lab, and previously served as chairman of Kele and Service Champ. Previously, he was a senior executive at W.W. Grainger, Inc. and a partner at Bain & Company.

**Donald Sturdivant** serves as the chairman of Teasdale Foods and co-chairman of New Directions Aromatics, and served as the chairman of Brook & Whittle. Previously, he was CEO of FleetPride, CEO of Marietta, and COO of Altivity.

**Jay Twombly** serves as the chairman of Ideal Tridon and Prototek and vice chairman of Molded Devices, and served as chairman of Boyd Corporation and Winchester Interconnect. Previously, he was CEO of Edwards Systems Technology.

The TruArc team includes senior investment professionals with extensive private equity experience who work with operating partners with relevant hands-on operational experience and leadership roles at companies within the firm's target sectors of focus.

## PRINCIPAL

**Alex Mavrovitis** is a principal and began working with the team in 2021. Previously, he was a vice president at Trivest Partners.

## VICE PRESIDENTS

**Drew Davala** is a vice president and began working with the team in 2017. Previously, he was an Investment Banking Analyst at RBC Capital Markets.

**William Pearson** is a vice president and began working with the team in 2018. Previously, he was an Investment Banking Analyst at Rothschild & Co.

**Ali Soloff** is a vice president and began working with the team in 2018. Previously, she was an Investment Banking Analyst at Lazard.

## SENIOR ASSOCIATES

**George Crawford** is a senior associate and joined TruArc in 2022. Previously, he was a Private Equity Associate at Pamplona Capital Management.

**Jeremy Lambert** is a senior associate and joined TruArc in 2021. Previously, he was an Investment Banking Analyst at Piper Sandler.

**Nick Ogden** is a senior associate and joined TruArc in 2021. Previously, he was an Investment Banking Analyst at Barclays.

**Grant Watson** is a senior associate and joined TruArc in 2021. Previously, he was an Investment Banking Analyst at Jefferies.

## ASSOCIATES

**Sebastian Alarcon** is an associate and joined TruArc in 2023. Previously, he was an Investment Banking Analyst at Deutsche Bank.

**Michael Dean** has been an associate since 2022. Previously, he was an Investment Banking Analyst at Jefferies.

**Samuel Wilcox** has been an associate since 2022. Previously, he was an Investment Banking Analyst at Wells Fargo.

## FINANCE & COMPLIANCE

**Jonathan Dworkin** is the chief financial officer and has been working with the team since 2017. Previously, he was in public accounting at Rothstein Kass and EisnerAmper LLP.

**Alisen Pappalardo** has been the chief compliance officer since 2021. Previously, she was a manager at Brookfield Asset Management and senior compliance officer at JPMorgan Chase.

**Travis Reardon** has been the controller at TruArc since 2023. Previously, he was a senior finance associate at Bregal Investments.

**Gregory Novo** has been an assistant controller since 2021. Previously, he was an audit associate at KPMG.