



Background

- Automotive
- Commercial Banking
- Public Electric & Gas
- Publishing & Printing

Greg Coppola - *Managing Director, BBK Southfield*

Greg has more than 21 years of experience in financial management and consulting. He offers guidance in performance improvement and financial restructuring and assists with financial and operational assessments, forecasts and projections.

He serves BBK clients in many valuable ways. In one case he developed a management and tracking process for the \$1.5 billion divestiture initiative of a multi-billion dollar conglomerate, helping assure that goals (and deadlines) would be met. In another engagement he helped a multi-billion dollar automotive aftermarket marketer optimize its national distribution network; his financial and operational due diligence with more than 30 key distributors resulted in on-time completion of a strategic initiative. He also managed the successful sale of a division of a distressed \$100+ million international Tier 1 auto supplier, resulting in turnkey functionality for the buyer.

Professional Experience

As First VP and Segment Manager for Commercial Bank Professional Development of Bank One Corporation, Greg worked with regional commercial banking executives to determine and implement development solutions. He was key player in the design, development and delivery of a wealth management product that resulted in 25% growth in fee income. He also designed and developed a product sales program that was delivered to 100 commercial bank officers; it resulted in a double-digit increase in cash management cross sales.

As Vice President/Division Head of Bank One, Greg used his extensive knowledge of commercial banking products to develop quality commercial bankers, doubling portfolio out standings and increasing non-interest fee income.

Prior to Bank One, Greg was Staff Auditor for Wisconsin Power & Light Company. In this role he was responsible for developing, maintenance and updating of the company's first computer-based audit tracking system program.

Education and Certifications

- Master of Business Administration, Finance – University of Wisconsin
- Bachelor of Science, Accounting – Pennsylvania State University
- Certified Treasury Professional

Memberships and Affiliations

- Member, Association of Financial Professionals
- Member, Turnaround Management Association
- Member, Association of Insolvency and Restructuring Advisors
- Member, Association for Corporate Growth