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# TRAILBLAZERS

MIDWEST

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**What was the genesis of the idea/path that has made you a trailblazer?**

The pandemic brought unprecedented challenges and with no existing roadmap, I recognized immediately the need to partner with my clients to write our own way forward. Critical during this time was balance sheet augmentation. For example, we partnered with our lodging clients to strategically tap into the capital markets to help them obtain substantial additional cash and position them to weather the pandemic and potentially long-term disruption in the industry. Their goal was to shore up existing liquidity to cover operational costs for months, even years, into the future under pandemic conditions. Flexibility and the ability to move quickly were the secret sauces for success in 2020, and they were the cornerstones of how we approached transactions for our clients.

**What sort of change has resulted from the concept?**

As the firm that handled more IPOs across the past five years, and the innovator of the direct listing, Latham brought all that experience to bear in 2020, a year that saw a record 469 IPOs. The strategies we developed for our clients will serve as the foundation of a new way of thinking about capital markets transactions. For example, the way in which companies conduct road shows has forever changed. Establishing the methods and approaches and considerations for virtual roadshows is something I'm very proud our teams accomplished for our clients – helping them to reach a broader audience, more quickly and efficiently, all while breaking new ground.

**What bearing will this have on the future?**

I can foresee the strategies we developed for these unique, virtual road shows being applied post-pandemic and beyond. And with interest rates at an all-time low – and no sign of increases on the horizon for the time being – I expect we'll continue to see robust capital raising activity as we exit the pandemic, to help get companies back on their feet, supported by an accelerated use of technology in transactions.