# JULIAN MERCER

**PRIVATE EQUITY ASSOCIATE**

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## PROFESSIONAL SUMMARY

Private equity associate with 5+ years across middle-market investment banking and lower-middle-market buyouts in business services and industrial technology. Screens deals, builds LBO models, runs diligence workstreams, and supports portfolio value-creation plans. Takes a deal from first call through investment committee memo.

## PROFESSIONAL EXPERIENCE

**Associate** Aug 2022 - Present
**The Riverside Company, New York, NY**

- Screen 150+ inbound and outbound opportunities a year, bringing about 12 to deeper review and advancing three to management meetings.
- Built and updated LBO and add-on acquisition models for two platform investments, testing leverage, pricing, and downside cases for investment committee.
- Led financial and commercial diligence workstreams on a $95M software-enabled services buyout, coordinating advisors for quality of earnings and customer calls.
- Drafted investment committee memos covering thesis, market, risks, and returns, and incorporated partner feedback across three rounds.
- Supported a portfolio company's pricing and procurement plan, which lifted EBITDA margin by about 180 basis points in 18 months.
- Prepared board packages and monthly KPI reviews for three portfolio companies and flagged covenant headroom early.
- Ran customer reference calls and market sizing for a business services add-on, and the findings shaped the final offer price.

**Investment Banking Analyst** Jul 2020 - Jul 2022
**Houlihan Lokey, New York, NY**

- Worked on seven sell-side and financing mandates in business services and industrials, with transaction values from $60M to $450M.
- Built merger models, comparable company analyses, and precedent transaction sets used in management and buyer presentations.
- Prepared confidential information memoranda and management presentation materials, maintaining a clean version-control process under tight timelines.
- Managed buyer outreach tracking for two auctions and coordinated data room indexing and Q&A with 20+ bidders.
- Mentored two incoming summer analysts on valuation and Excel best practices.
- Prepared valuation analyses supporting fairness opinions and answered committee review questions before delivery to clients.

## CORE SKILLS

LBO modeling | Financial modeling | Deal sourcing and screening | Due diligence management | Quality of earnings review | Valuation (DCF, comps, precedents) | Investment committee memos | Portfolio company monitoring | Add-on acquisition analysis | Capital IQ | PitchBook | Excel and PowerPoint | Management meeting preparation

## EDUCATION

**Bachelor of Science in Finance**, New York University Stern School of Business, New York, NY

## CERTIFICATIONS

CFA Program, Level II Candidate