

ROBIN L. MONCRIEFF, ESQ.

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PROFILE

Lead Business Strategist whose experience includes multi-billion dollar global corporations, financial institutions and major law firms. Perceptive negotiator. Skilled decision maker. Strategic thinker who achieves objectives by identifying leverage points and helping businesses expand. Results focused leader adept at mobilizing critical resources. Relationship builder with exceptional talent in forming collaborative associations and building virtual teams. Special expertise in strategy, mergers and acquisitions, contracts, risk and litigation management, intellectual property, corporate, external affairs, international trade, globalization and IT.

PROFESSIONAL EXPERIENCE

CLEAR FOCUS STRATEGY/FAIRWAY ACQUISITION & MANAGEMENT, INC., Chicago, IL 2010-Present Founder and Lead Strategist - President

Provide high impact strategy consulting for companies, especially those who grow or change through merger, acquisition or sale of business. Created proprietary 3 Step SIMPLE© process effective in all stages (pre-merger/acquisition or sale planning, execution, and post-merger or sale integration. Reputation as a trustworthy, collaborative business facilitator who helps clients Make Success Simple™.

Representative Work Includes:

- **Founder and Lead Strategist – Clear Focus Strategy™:** Created our proprietary SIMPLE© 3 Step process that helps clients find Simplicity, increase Profits and rediscover Joy in their work. Skillfully guide clients to distill their organization down to essentials and implement a concise plan for success. Responsible for all aspects of start-up and operation of strategy consulting business including strategy, management, marketing, team building, client relations, financing, legal and communications. Extensive experience assisting companies with revenues between \$1 and \$500 million who grow through merger and acquisition.
- **Strategist, Turnkey Solution Provider and International Business Facilitator:** Create growth strategies to maximize profitability. Assist companies in going global (strategy and execution).
- **Outside General Counsel & Project Leadership:** Provide companies with outside general counsel, legal and strategy support for ongoing business and all phases of start-up, new product development and launch. Assist with negotiations, contracts, trademark development, marketing and advertising, distribution, production, corporate governance, employee and day-to-day business issues. Develop processes for companies to reduce expenses, improve legal services delivery and manage risk. Assist technology and consulting businesses with strategy and execution regarding key contracts, new product development, dispute resolution and litigation management.
- **Interim Executive Director for Not-For-Profit:** Led ongoing management of organization providing a forum for career development, mentoring and connections for professional women. Worked closely with founders and Board of Directors to create strategy, expand the group, and further develop its mission. Coordinated the organization's presence in four major U.S. cities. Led strategy and pilot for mentorship program.

CONSTELLATION SERVICES (formerly Barton Incorporated), Chicago, IL 2000-2009

Services provider for major spirits, specialty wines and beer subsidiaries of Fortune 500 company, Constellation Brands, Inc., a leading international producer and marketer of beverage alcohol.

Associate General Counsel and Assistant Secretary

Responsible for all legal work related to distilled spirits subsidiaries. Provided business and legal guidance to clients, senior management, and board of directors. Legal support for key company contracts, advertising, marketing and new product development. Expertly handled state, federal, and international level external affairs. Advised management at manufacturing facilities in U.S. and Canada. Led cross-company initiatives including international trade and litigation matters in Canada, Mexico and Europe. Managed outside counsel. Generated cost savings of more than **\$80,000,000** through strategy, project leadership and litigation management.

- Assisted CIO in optimizing vendor relationships and negotiations resulting in over **\$2,000,000** in savings.
- As lead counsel in corporate acquisition, sales and joint venture agreements, negotiated for maximum value to the company and mitigated risk. Oversaw key work streams in major divestitures totaling over **\$500,000,000**. Had significant involvement in, and negotiations of, key transactions including employee benefits and health care agreements.
- Negotiated agreements and advised on strategy for domestic and international suppliers and distributors in key agreements worth **\$15,000,000** per year.

- Expertly negotiated complex intellectual property rights agreement for critical business segment saving the company millions in potential damages and providing business certainty to marketing team.
- Led legal and business team in workout and threatened bankruptcy of major distributor of key product. Successfully secured for company 100% of receivables, resolved product supply issues (avoided “out of stock” in key market) and kept senior level relationships intact.
- Key member of NAFTA working group regarding key product line. Saved **\$7,000,000** business segment from being eliminated due to trade barriers.
- Effectively engaged state and federal legislators and key policy makers in order to advance company positions, shape legislation and its subsequent implementation. Successfully fought tax increases, trade practice barriers, and government regulation resulting in increased sales and decreased costs.
- Created outcome allowing company to register trademark and avoid paying **\$1,200,000** purchase price for key brand name.
- Built and led Distillers' Alliance of Corn Users, a coalition of three major distilled spirits companies, to win unprecedented Canadian trade case. By eliminating duties on Canadian imports of U.S. corn, the decision saved the company **\$3,500,000** annually and avoided destruction of the Canadian whisky business.
- **100% Success Rate in all litigation supervised.**
- Set strategy and managed outside counsel to successfully resolve complex litigation involving significant budgets and **\$10,500,000** positive outcomes, including for major capital equipment purchase.
- Defeated class certification for environmental class action lawsuit against distilled spirits subsidiary saving the company at least **\$6,000,000**.

BUSINESS AND LEGAL CONSULTANT, Chicago, IL**1999-2000**

Advised clients on strategic development, optimal business structure, pre-initial public offering strategy, finance, and general legal matters. Negotiated, documented and closed financing transactions.

**ABN AMRO NORTH AMERICA, INC., Chicago, IL
Legal Consultant****1998-1999**

Evaluated billion-dollar loan portfolio for transition of EU member states legacy currencies to the Euro. Spearheaded decisions and transaction assessment interacting with borrowers, agents and other lenders. Gave frequent presentations to clients and other attorneys about Euro transition. Counseled clients on and documented commercial financing transactions.

**DELTA LINKS, INC. AND FAIRWAY ACQUISITION & MANAGEMENT, INC., CHICAGO, IL
President and General Counsel****1993-1999**

Developed, managed and obtained over **\$1,000,000** in equity and debt financing for Delta Links Golf Center in Harvard, Illinois. Had responsibility for real estate purchase for project. Planned and supervised building of a golf driving range, miniature golf course and clubhouse. Managed all aspects of a start-up golf learning center (included purchasing, staff management, marketing, legal and financial matters).

RELEVANT PREVIOUS EXPERIENCE**MAYER, BROWN & PLATT, CONTINENTAL BANK N.A., Other Law Firms**

Extensive experience managing and successfully closing secured and unsecured commercial loan transactions, primarily including leveraged buy-outs, and mergers and acquisitions. Gained expertise in general corporate and partnership work, real estate and general client counseling. Skillfully managed international and domestic sales and distribution agreements. Adeptly handled corporate and tax work for not-for-profit corporations and private foundations. Was chosen as part of an exclusive group from Continental Bank Law Department to join Mayer Brown and continue serving legal needs of Continental Bank together with other firm clients.

EDUCATION**JURIS DOCTOR DEGREE, UNIVERSITY OF MICHIGAN LAW SCHOOL****BACHELOR OF ARTS DEGREE - WITH HIGH DISTINCTION, UNIVERSITY OF MICHIGAN****SERVICE POSITIONS****TRUSTEE - MEMBER OF JOINT FINANCE COMMITTEE, FOURTH PRESBYTERIAN CHURCH, Chicago, IL**