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## **CMF Announces Executive Management Promotion and New M&A Advisory Hires to Support Strategic Expansion of Services**

**PHILADELPHIA (February 22, 2010)** – CMF Associates, a leading provider of financial, operational, and human capital solutions to private equity, middle-market, and small cap public companies, today announced the promotion of **Kathryn Kehoe to managing director**, and the hiring of **Eric Reiter, director – M&A advisory and deal sourcing**, and **Hans Bastien, M&A advisory and deal sourcing**. These appointments support CMF’s strategic expansion of its capabilities to serve organizations’ leadership resource needs throughout the transaction or transition life cycle.

### Kathryn Kehoe Promoted to Managing Director

As managing director, Kathryn Kehoe leads all aspects of CMF organizational design and talent acquisition services, including organizational assessment and redesign, as well as the recruitment, assessment, and selection of middle-market senior financial executives nationally for CMF clients. She was previously senior director, executive search and recruitment.

Prior to joining CMF, Kehoe was senior vice president of U.S. operations and strategy and a corporate officer at medical and personal care product manufacturer Langer, Inc., (NASDAQ: GAIT). Previously she was president of Kehoe Associates, a consulting firm providing HR, organization development, and recruitment consulting services to the middle market in a variety of industry sectors. Her experience also includes senior human resources and operations positions at NovaCare Inc., Bristol Myers Squibb Company, and Johnson & Johnson. She holds a B.S. in management and finance from Arcadia University.

### Eric Reiter Named Director-Head of M&A Advisory and Deal Sourcing

As director – head of M&A advisory and deal sourcing, Eric Reiter oversees CMF’s M&A team and advisory and deal origination activities. He brings diverse experience as both an investment banker and principal investor, with a nearly exclusive focus on the middle and lower-middle market, to his new role. Reiter was most recently a managing director at Commonwealth Associates, a boutique investment bank. Previously he was a founding partner of Lilburn Capital Management, a due diligence consulting firm. He also held M&A advisory positions at Generation Partners; in the Commodity and Special Chemicals group of Donaldson, Lufkin & Jenrette; and in the Corporate Finance division of Hambrecht & Quist.

Reiter graduated from the University of Pennsylvania where he concurrently earned a B.A. in computer science from the School of Engineering and a B.S. in economics with a concentration in finance from The Wharton School. He later received an M.B.A in strategic management from The Wharton School.

## Hans Bastien Named Associate, M&A Advisory and Deal Sourcing

As associate, M&A advisory and deal sourcing, Hans Bastien is a primary lead generator on CMF's deal team, and utilizes various marketing methods to identify entrepreneurs, family business owners, and closely held businesses seeking a financial exit to one of the 250+ private equity groups (representing over \$50B in committed capital) in the CMF network.

Bastien joined CMF from Allegiance Bank. He has spent most of his 12 year-plus career in lead and business development roles at nationally known financial institutions such as Schwab, Washington Mutual and Wachovia, where he actively worked with CEOs, CFOs and business owners. Bastien holds a B.S. in marketing from Boston College.

### **About CMF Associates**

CMF Associates, LLC, delivers transaction- and transition-focused financial, operational, and human capital solutions to private equity, middle-market and small cap public companies. Headquartered in Philadelphia, CMF's offering includes temporary CEO, COO, and controllership services; M&A advisory including pre-transaction due diligence and post-transaction integration; organizational design and full-time executive search; and deal sourcing. To learn more, visit [www.cmfassociates.com](http://www.cmfassociates.com).

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