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Domenic Aversa Becomes Principal at MorrisAnderson

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CHICAGO, IL--(Marketwire - July 27, 2009) - MorrisAnderson is pleased to announce that **Domenic Aversa** has been promoted from managing director to principal. Aversa, who currently heads up MorrisAnderson's Cleveland office, will also expand his responsibilities to include overseeing the firm's New York office.

"We are very pleased to have Domenic join the principal ranks," says Principal and Chief Operating Officer Dan Dooley. Adds Dooley, "Domenic is an extremely bright, hard-working and down-to-earth person who exemplifies the qualities MorrisAnderson looks for in its leadership team. He has been extremely successful in heading up our Cleveland office. We look forward to utilizing Domenic's abilities to help us expand our New York office, where he will work with our current New York team of Lance Miller and Steve Agran to market and expand our service offerings."

Aversa has extensive international and domestic business and turnaround experience in a wide range of industries, including retail, food distribution, construction, injection molding and metal fabricating. His experience with restructurings ranges from crisis-management to helping companies transition to a market economy in Russia and China.

While at MorrisAnderson, Aversa has worked on several high-profile projects in the Cleveland area, gaining national media attention for his turnaround work for Norwalk Furniture. He was one of 12 business professionals recently selected to Turnarounds and Workouts' 2009 "People to Watch" list and was also recently featured in a **Forbes magazine article**. Serving in senior executive roles on a variety of projects, Aversa has demonstrated an ability to lead organizations through crisis towards successful restructurings. Notable engagements include chief restructuring officer (CRO) of a \$170 million Tier One automotive supplier; chief executive officer (CEO) of a \$130 million furniture manufacturer; CRO of a \$200 million residential construction supplier; and CEO of a \$35 million men's apparel retailer.

Prior to joining MorrisAnderson, Aversa served as a principal of a leading turnaround and crisis-management consulting firm in the Midwest. He has advised, assisted and participated in more than 150 transactions involving operational and debt restructuring, including the sale of financially underperforming and distressed organizations, both nationally and internationally.

Aversa is a former member of the International Committee of the National Turnaround Management Association and a member of the Canadian and Ohio Bar Associations. He has served as an educational speaker and managerial advisor on international business development and insolvency issues for business and academic institutions. His audiences have included the Harvard Business School and the Sloan School of Management at MIT.

In 1994, as an extension of his part-time work with the Children's Aid Society, Aversa authored a children's book about matters concerning AIDS, STDs and teenage pregnancy that was designed as an educational tool for teachers of adolescents. The book, "Lemonades," was endorsed by two United States Surgeon Generals and included on the Centers for Disease Control recommended reading list. In 1997, he received a "Marketing Masters" award from Inc. Magazine for his efforts in marketing the book and a corresponding educational program.

Aversa holds a bachelor's degree from the University of Waterloo and a law degree from the University of Windsor, both in Canada. He also studied at the Moscow State Institute of International Relations and the University of Manchester in England.

More about MorrisAnderson:

Now celebrating its 29th anniversary, Chicago-based MorrisAnderson has offices in New York, Atlanta, Milwaukee, Los Angeles, Cleveland and St. Louis. The firm's service offerings include performance improvement, financial advisory, interim management, turnarounds, workouts, litigation support, valuation, information technology services, and insolvency services and wind-downs. MorrisAnderson emphasizes hands-on involvement for companies with \$20 million to \$250 million in annual sales.

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