

# A Busy Year Ahead

BY J. SCOTT VICTOR, TMA GLOBAL PRESIDENT



**H**aving spent my entire career in the corporate renewal and restructuring community—first as a restructuring lawyer for 17 years and then as an investment banker for the past 15—I am honored and proud to be TMA Global 2015 president. My goals are to enhance the association’s outstanding legacy of supporting, developing, and educating professionals who save jobs and preserve value for businesses around the world and to continue to grow and strengthen the TMA brand globally.

Given the evolving market dynamics of our industry, I hope to use my skills and perspective as a special situations investment banker to help advance TMA’s mission to serve as the forum in which professionals from all disciplines involved in the corporate life cycle come together to promote high standards of practice, foster professional development, and educate the greater business community about our members’ capabilities.

Business disruptors have altered our industry in recent years, leading to a large decline in the number of corporate bankruptcies, particularly

large cases. Vibrant capital markets and the emergence of alternative lenders focused on transactions have led to fewer senior lender workouts, creating a challenging environment for the very professionals whose careers focus on resolving challenges. TMA is confronting these challenges with strategic initiatives to enhance value for current members and position the association to achieve our long-term goals.

One of my objectives for the year ahead is to drive broader participation in TMA by the distressed investing community and financial advisors throughout the business continuum. This includes bringing new participants to the 2015 TMA Distressed Investing Conference (DIC) and identifying strategies to provide value at the local, regional, national, and international levels for this audience. TMA recognizes that many professionals who don’t consider themselves turnaround experts have complementary skills and practical experience with our members and should be encouraged to join the association.

TMA is a chapter-centric organization, and I look forward to working with chapter leaders to grow and enhance the membership experience. In 2015, we will see the deployment of a new website at [turnaround.org](http://turnaround.org) and mobile app technology that will make it easier for TMA members to connect locally and around the world. We will also continue to work closely with the chapters to enhance programming at the local and regional levels to help our members succeed and TMA to grow.

Another central objective is to continue to strengthen the TMA Global network. We welcome three new chapters in Europe and the first-ever TMA conference in China in 2015. A key factor in TMA’s growth over the past

several years has been the continued development of chapters outside of North America. As this membership demographic grows, it will be critical to ensure that these members are fully integrated into TMA and feel that they have a real seat at the table. We know that an increasing number of members in North America are doing cross-border work, and TMA Global’s chapter network can be a valuable resource.

The new year will also see significant enhancements to the TMA Certification Program with the launch of an online CTA exam. This new platform will make the exam and certification process more accessible and will help position the CTA and CTP designations as leaders in the industry. Certification is a strategic initiative of TMA, and I look forward to working with the Certification Oversight Committee to develop further enhancements and opportunities to provide value for our members.

Lastly, I look forward to helping raise the profile of TMA within the broader business community. Working closely with TMA CEO Greg Fine and other members of the leadership team, we will work to highlight the tremendous talent and capabilities of the TMA membership to audiences that are in a position to retain our members. This includes other industry groups and leading business and professional associations representing industries and companies facing challenging times.

I am planning for a busy and productive year as TMA Global president. I look forward to connecting with you at local, regional, national, and international events over the next 12 months and hope to see many of you at the 2015 TMA Distressed Investing Conference, February 11-13, at the Four Seasons Hotel in Las Vegas. ■