

SPEAKER · PODCAST GUEST · EXIT PLANNING EXPERT

Adrian Bray

The middle market exit expert who has sat in your audience's chair

Chartered Management Accountant · Certified Exit Planning Advisor · Founding president, XPX Northern California



I help middle market business owners prepare their business, and themselves, for transition. I built and exited my own middle market company and chaired an international M&A and investment bank, so I speak from the chair, not the textbook.

200+

talks, keynotes and panels

11,000+

owners and executives reached

18+

years speaking in the field

30+

years advising \$6M to \$250M+ firms

Signature talks

- 1 How buyers see your business**
What buyers actually pay for, with the common myths about valuation dispelled.
- 2 Driving the business cycle**
Read where the business sits in the cycle and drive it, rather than be driven by it.
- 3 How enterprise value aligns to culture**
Where culture genuinely moves enterprise value and buyer attractiveness, and where it does not.
- 4 Building your leaders**
Practical frameworks for a leadership team that holds in good seasons and hard ones.
- 5 Why owners regret selling**
Why three quarters of owners regret their sale within a year, and what to do now for a different ending.

Formats

-  Podcasts
-  Keynotes
-  Panels
-  Away-days
-  Workshops
-  Press comment

What organizers say

"A very different take to everyone else, focusing on how people and culture truly impact the value of a business. I would happily book him again."

Steve White, Global Alliances, SAP SuccessFactors
BOOKED ADRIAN FOR SUCCESSCONNECT

"His practical, experience-driven approach resonated strongly with our audience of senior finance executives. I would be happy to have him back."

Josette Ferrer, President, FEI SF Bay Area chapter
HOSTED ADRIAN FOR A CHAPTER KEYNOTE

"A fantastic speaker who can talk effortlessly about business and change management."

Jo Healy, former Executive Director, BABC Northern California
BOOKED ADRIAN AS SPEAKER AND MC, REPEATEDLY

Recent appearance

PurposeFused podcast: "When Growth Gets Hard: Resilience and Purpose in the Founder Journey"
youtu.be/kDAIFozfzEM

AS SPOKEN AT AND FEATURED IN

Forbes

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VISTAGE

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FINANCIAL GROUP

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EXIT PLANNING EXCHANGE

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BRITISH-AMERICAN BUSINESS COUNCIL

Book Adrian

Replies within one business day

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