

Forty Under 40: Jeffrey Roth

Jeffrey Roth's job at Bruin Sports Capital is equal parts analysis and gut instinct.

Roth, a partner at Bruin who came from the investment banking world, seeks out potential acquisition targets and forecasts how they might perform with Bruin's expertise and resources. He's the self-described "deal guy" for the firm.

If the company is doing OK, but could do a lot better with the infusion of some capital, Bruin might buy into the business. Often, Roth is the executive making the recommendation to George Pyne, Bruin's founder.

"We're looking to identify underdeveloped businesses that we can grow," Roth said.

When Bruin acquired Anthony Travel, Roth started the dialogue with a cold call to John Anthony, the company's president and CEO. In a separate case, an investment banker representing Deltatre's ownership reached out to Roth, which led to Bruin's acquisition of 75 percent of the Italian company.

Other deals, such as the acquisition of Engine Shop or the NFL partnership to build On Location Experiences, came about thanks to long-standing relationships.



Roth has found the sports business to be more personal and reliant on relationships than the banking and private equity industry from which he came.

That's where Pyne, the former president of IMG Sports & Entertainment and COO at NASCAR, has been especially helpful.

"George grew up in the business with so many successful people like him who are now running leagues and networks," Roth said. "One of the things you learn watching George is that you don't just call somebody when you need something from them. You have to build the relationship."

When a potential acquisition is identified, Roth analyzes the business and projects how it might perform under Bruin's direction. Part of that is careful analysis of the balance sheet and understanding of the industry. Part of it is the gut instinct to know if the culture of the company is the right fit.

"You're not going to be right 100 percent of the time, but you also have to be willing to put yourself out there," Roth said. "If you wait, it may be too late."

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— *Michael Smith*

JEFFREY ROTH

BRUIN SPORTS CAPITAL | PARTNER

Age: 32

Where born: Providence, R.I.

Education: University of Michigan / Ross School of Business (BBA, finance and accounting)

Family: Wife, Suzanne; child, Olivia (14 months)

What do you know now that you wish you'd known at age 20: There is nothing more important than real and substantive personal and professional relationships.

Charity supported: Susan G. Komen for the Cure.

Guilty pleasure: Watching "Million Dollar Listing New York."

Person in the industry you'd most like to meet: Brian Cashman.

I am one of the best I know at ... : Binge-watching Netflix/HBO series.

2017 will be a good year if ... : Michigan finally finds a way to beat Ohio State in November.

The sports industry needs to do a better job of ... : Doing everything possible to give the fan/consumer what they want, even if disruptive to current business models.

Most thrilling/adventurous thing I've ever done is ... : Zip lining through the jungle in Honduras.

You'd be surprised to know that I ... : Acted in a high school comedy that a friend wrote and directed my senior year.