

# Peer Insights

## R E P O R T

### Q&A with Bob Lorenzo

#### Tiger 21

#### Principle Series:

*Family Office Insights sits down with Bob Lorenzo, one of the founding partners of Eden Roc Capital, a middle-market private equity firm specializing in domestic and international investments, to talk about his new position with Tiger 21 and how he looks to grow the organization in New York City.*



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Family Office Insights is a voluntary, “opt-in” collaborative peer-to-peer community of single family offices, qualified investors and institutional investors.

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[FamilyOfficeInsights.com](http://FamilyOfficeInsights.com)

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**Q:** Can you share with us your professional background?

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**A:** I started my career as a CPA working with Ernst & Young, and as most CPAs do, I left the business after about five years. It was after joining the family office of William E. Simon & Sons doing merchant banking, when I decided to go to business school to get an MBA. Post business school, I spent five years as a currency salesman at The Chase Manhattan Bank and then at Salomon Brothers where I managed one of the currency sales teams. Slowly, I migrated my way back to the investment banking world, utilizing both my capital markets and investment banking experience by advising private equity firms on deal making and hedging market transactions. I was able to really add value to my clients not only because of my investment banking background, but also my market expertise. My experience was unique because I was both inside the “Chinese Wall” as an investment banker, yet I could talk about the markets as well as execute market structures. After about 15 years in the business, I decided the buy-side was where I wanted to be.

Today, I am the founder and Senior Managing Partner of Eden Roc Capital, a private equity firm that invests in a variety of opportunities in the industrials, financial services and distressed sectors. I bring a unique perspective to the firm with my private equity advisory and international backgrounds. Most recently, I have been spending time in Ireland and Continental Europe, acquiring real estate debt portfolios on the back of the financial restructuring in Europe.

**Q:** Can you explain what you’ll be doing in your new role as chairman at Tiger 21?

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**A:** At Tiger21, I will be organizing a new team of members who will have the opportunity to take advantage of, and will benefit from everything Tiger21 has to offer. We are a networking group for high-net-worth individuals who are looking to expand their investment expertise and gain financial savvy from their peers via honest dialogue and discussion – and most importantly, in a totally safe and confidential environment. I plan to use my experience in private equity and investment banking to identify new members and more importantly, add value to their experiences with Tiger21. I have lived and worked in Manhattan for many years and use those advantages and my existing network, to develop my new team. Tiger21 already has nine teams in New York with plans to build out a 10<sup>th</sup> and possibly and 11<sup>th</sup> team, adding to the already 340 existing members across the country and in Canada.

**Q:** How do you plan to execute on your objectives within the role?

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**A:** One of the advantages I have as the new New York Chair is the fact that New York has a unique but very varied universe of people in it. There are entrepreneurs that run the gamut from real estate to technology to fashion. I’m looking to tap into that universe to bring together a group that can fully discuss what we in New York are doing and how that can be beneficial to each other.

After you’ve been in the market 20+ years, your network is quite deep and hopefully, quite varied. I have spent my career working in the financial markets both domestically and internationally and I plan to use that network to attract people who meet the criteria I have laid out earlier – smart, worldly, successful and wanting to learn. I spend a lot of hours

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traveling, networking and talking about what I do at Eden Roc and Tiger21 is the perfect outlet for me to open a dialogue of something substantive to talk about.

**Q:** Why is Tiger expanding into the New York market further and how do you plan to aid in this effort?

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**A:** Tiger21's expansion is really the life blood of what the organization is all about. We want to continue this expansion not only in New York but in other areas in the country. We've added two new groups: one in Houston and one in Denver. The organization is looking to me as a new Chair to bring fresh ideas and perspective, and take advantage of the intellect, the drive and the success that is New York City. This means looking outside the world of the traditional business owners and financial professionals. I have friends in the arts and entertainment world, the fashion industry, technology, and so on. I want to build a team of people and peers, to come together with different experiences and backgrounds and a long history of success. My goal is to tap into all of those areas and create new groups that showcase what New York is all about.

**Q:** What are some of the broad investment themes you find that your members are most interested in hearing about today?

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**A:** For the most part, people want variety. If you pick up The Wall Street Journal, you'll see what the hot investment trends are now like energy, technology and the like, but members want to hear things that are REALLY different that will help them diversify their portfolios. One big topic of discussion recently has been co-investments and investing with funds or private equity groups that will take you on as an LP for investments that are non-standardized and non-correlated. Cross border investments have become very interesting once again since the increases in volatility we have seen out of China. Members are asking questions like: Is this a good time to invest or is it a precursor of things to come?

Other investment themes include transference of wealth, setting up vehicles for your heirs or your family to maintain that wealth, tax strategies and real estate. Real estate, private equity and hedge funds are topics that are always popular.

**Q:** What makes Tiger's approach so unique?

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**A:** Openness, confidentiality, community and a desire to learn – and share. Tiger 21 is like a 'board of directors for your life'. There are lots of peer-to-peer networking groups that talk about business and finances, but what makes us unique is not only the financial focus, but the ability to provide investors with a forum to talk about their success, as well as their struggles, and get candid, heartfelt advice from peers, friends and leaders in the industry. Most importantly, with success comes lot of good questions that may not be answerable by anyone or everyone. So whether you're talking to your broker, your accountant or your lawyer, you might not feel comfortable revealing certain information.

In the Tiger21 forum, we've created an environment where there are no silly questions, where people are willing to speak their mind and really want to help. Sometimes there is tough love, and at other times it is very collegial. One of the most important facets of the Tiger21 organization is that what is said in a Tiger21 meeting does not leave the confines of those

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four walls. People give advice from the heart - whether they want to hear it or not, they're going to get it. Our members rely on these discussions where they feel they are safe and comfortable to bring up issues of finances, business, family and even health.

## Q: What are your plans for the future?

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A: My future is my family. This new position with Tiger21 is a great way for me to expand my learning and my network by meeting new people and adding value while keeping my life in perspective. As a husband, a father and a business owner, I have lots of balls in the air at all times and one has to be careful of how one parcels out one's time. This role is a great addition to my already interesting, and challenging life. My experiences will help me facilitate a new peer group and run it to the best of my ability, and to enrich myself as a person and enrich the lives of my team. This will help me professionally and personally and I'm both optimistic and enthusiastic of the challenges I will undertake. Going forward, as I discuss Tiger21, I will get the word out there. Tiger21 fills a void in one's professional and personal life and lets them mirror that enthusiasm and intellect to their fellow members.

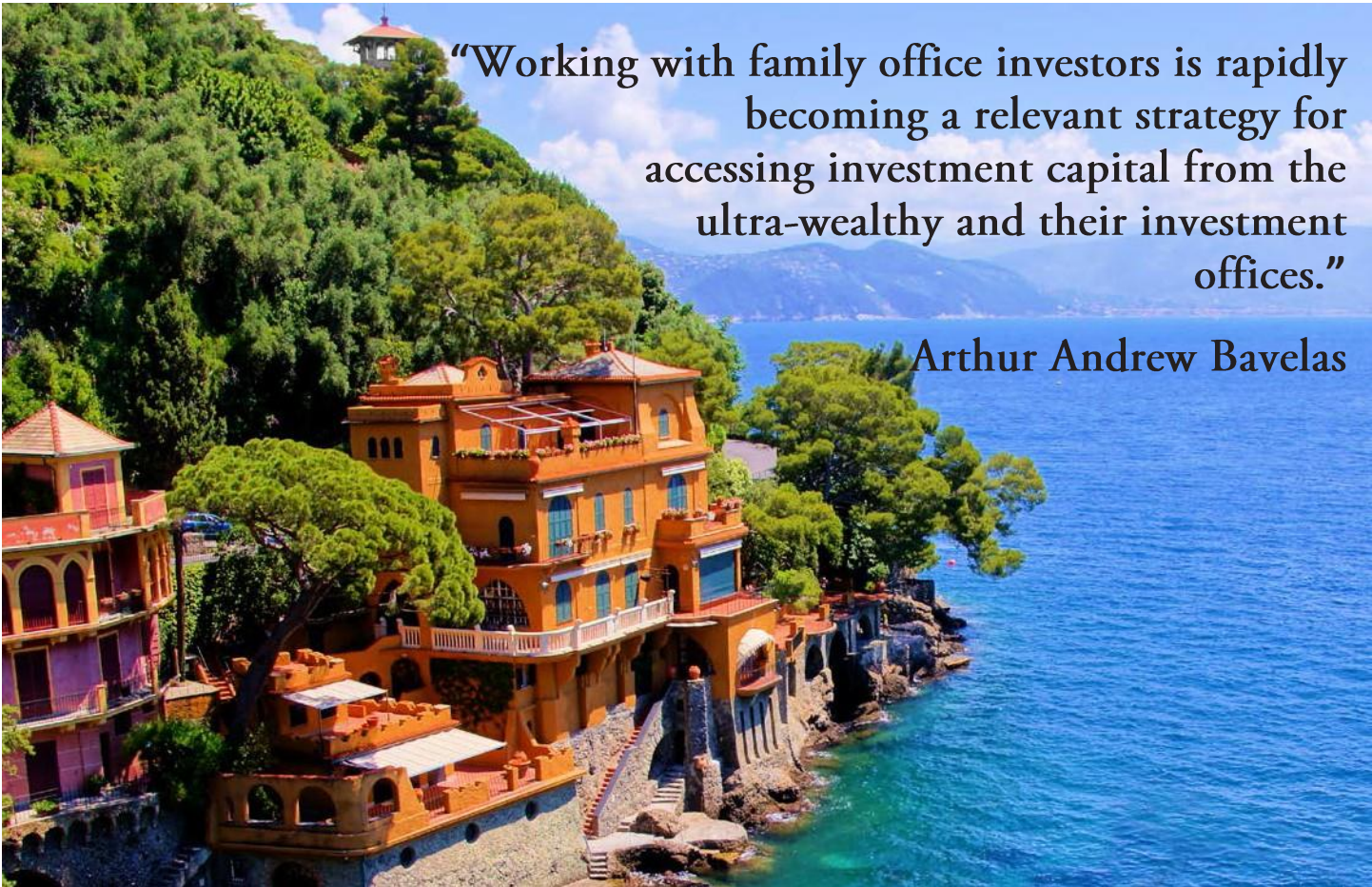


### **Bob Lorenzo**

*Mr. Lorenzo has more than 20 years of experience in finance, including investment sales, mergers and acquisitions, and private equity and has held senior positions at The Chase Manhattan Bank, Salomon Brothers, Goldman Sachs and UBS. Mr. Lorenzo is one of the founding partners of Eden Roc Capital, a middle-market private equity firm specializing in domestic and international investments. He began his career as a Certified Public Accountant with Ernst & Young before embarking on his investment banking career at the family offices of William E. Simon, the former U.S. Treasury Secretary. He is a Summa Cum Laude graduate with a BS in Accounting from Farleigh Dickinson University and an MBA in Finance & International Business from New York University's Leonard N. Stern School of Business. He has also taught Masters Degree accounting classes at New York University. For more information, please visit [www.tiger21.com](http://www.tiger21.com).*



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**Arthur Andrew Bavelas**