



# LINCOLN CROWNE & COMPANY STAFF PROFILES



LINCOLN CROWNE & COMPANY<sup>TM</sup>  
STRATEGY MERGERS ACQUISITIONS



# NICHOLAS ASSEF

**Region:** Australia & Asia

**Direct:** +61 2 8288 8688

**Email:** naa@lcc.asia

**Qualifications:** LLB (Hons) LLM MBA Grad Dip LP AIMM SA Fin MAICD

## Areas of Expertise

- Mergers & Acquisitions
- Joint Ventures
- Valuation
- Growth Strategies
- Shareholder Rights
- Strategic Due Diligence

Nicholas is the Founder and Executive Director of Lincoln Crowne & Company, and is based within the firms Sydney office.

Over 20 years Nicholas has delivered specialist counsel to clients on domestic and cross border corporate initiatives, mergers & acquisitions transactions and contentious corporate situations - typically involving complex disputes between joint venturers, shareholders and / or directors.

Previously a solicitor with Allen Allen & Hemsley's Mergers & Acquisitions practice in Sydney, Nicholas has also been on academic staff at both Bond University and Macquarie University as well as holding roles within other Australian financial services players.

He regularly authors and presents research papers on topics such as game theory and M & A, and authored the chapter on "Mergers & Acquisitions in Emerging Asia" for Financier Worldwide's Textbook on "International Mergers & Acquisitions".

## Selected recent representative engagements:

- Advising China's Zijin Mining Company on its strategic investment in Norton Goldfields Limited
- Advising Hong Kong Listed China Precious Metals in relation to its investment in an Australian listed company
- Advising the minority shareholders of a significant private Australian Resources company on a variety of matters including liquidity options, Joint Venture structuring advice and various strategy matters pertaining to the development of the Company's assets
- Advising RCR Tomlinson on various M & A initiatives, including the acquisition of AE & E
- Advising RCR on an ongoing basis on its on market buyback programme
- Advising Australian listed Norton Goldfields on the divestment of its non core coal assets to Nathan Tinkler's Boardwalk Resources
- Advising blue collar hire company TESA limited on its divestment to Skilled Engineering Limited
- Advising XID Technologies on its hostile takeover defence
- Advising Australian Pacific Coal on the strategic review and development of parts of its coal portfolio
- Advising Cisco Limited on the divestment of certain strategic shareholdings in Australian listed companies
- Advising Admerex on both buy side and sell side transactions, including critical restructuring activities during the GFC
- Advising Yahoo! On various Joint Venture Australian Joint Venture initiatives
- Advising North American Precision Drilling on M & A stakebuilding activity in an Australian listed player – subsequently acquired by a competitor & disposing of that strategic stake at profit
- Advising various Private Equity players in relation to portfolio assets on such matters as liquidity options, shareholder disputes, valuation and deal structuring

## Professional associations:

- Australian Institute of Company Directors
- Australian Institute of Management
- Financial Services Institute of Australia
- The Resources Energy Law Association (AMPLA)
- The Millennium Forum of NSW
- Association of Corporate Growth

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## DR. MICHAEL KELLY

Region: Asia Pacific  
Direct: +65 98232800  
Email: [mrk@lcc.asia](mailto:mrk@lcc.asia)  
Qualifications: PhD MSc BSc

### Areas of Expertise

- Strategic advice and leadership
- Due diligence and operational assessment of companies and organisations
- Draft Policy Development
- Impact of technology on community and trade

Dr. Michael Kelly is a seasoned senior executive; with over 23 years' experience working in the telecommunications, IT and services (including finance, hospitality and logistics) industries, covering multiple roles across Asia Pacific. He has developed business plans and strategies for many companies, as well as conducted due diligence on business ventures and their operations. Dr. Kelly has had work experiences in Australia, China, Germany, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Thailand, UAE, UK, USA and Vietnam. This highly diverse and challenging working life has developed Dr. Kelly's skill base, level of adaptability in differing markets and business knowledge dramatically. This is undoubtedly a key asset of Dr. Kelly's experience.

Over the last three years with Lincoln Crowne & Company, he has assisted companies with growth strategies, positioning for strategic investments and mergers and acquisitions.

He provides strategic counseling to various businesses on overall strategy, market positioning, growth and execution. He was recently responsible for leading a team in developing a strategy assessment for an international telecoms vendor to rapidly grow their business in Asia. Likewise, he led a team preparing a network-based Internet security firm for further investment and growth.

Dr Kelly has held senior positions in Hutchison Telecommunications, Nortel and A.T. Kearney, as well as co-founded a startup regional telecom services company. His Ph.D. research was on international data networking from SMU in Dallas, Texas.

Dr Kelly values education highly and has developed and lectured graduate courses in management information systems and data communications and consulted on trans-border data flow policy and teleport projects. He has also lectured in management information systems for MBA and undergraduate courses. His continuing memberships to tertiary institutions are representative of the value he places on ongoing knowledge gain.

### Professional Associations

- Member, The Institute for Electrical and Electronics Engineers (IEEE)

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## JOHN MORGAN

Region: North America

Direct: +917 639 4239

Email: [jjm@lcc.asia](mailto:jjm@lcc.asia)

Qualifications: MBA (Fin.); BSc.

### Areas of Expertise

- Wall Street Trade & Equity
- Market Analysis
- Potential Acquisition Evaluation

John has had a dynamic career over the past twenty years. He has traded both income and equities on Wall Street in New York City at Prudential Bache and Heartland Securities respectively. John has been an active trader of equities over these years on either a proprietary or personal basis. He continues to study the market and economy on a regular and analytical basis.

Additionally, he has spent a number of those years working in operations for British Petroleum in a deep water terminal and has also worked in sales in the medical device industry. During which time he was a top performer at both JNJ and CR BARD. At JNJ John had the distinction of working with the New Business Development team to evaluate potential acquisitions as a liaison for the sales team for JNJ/Ethicon Inc. He worked closely with all of the members on the due diligence team and also with KOL's (MD'S).

John holds a BS from U-Mass Boston and an MBA from the William E. Simon Graduate School of Business at the University of Rochester. Whilst working on Wall Street John had attained his Series 7, Series 63 and Series 55 qualifications.

John's role as Senior Advisor in North America is a key role with the objective of having a presence in the United States as Lincoln Crowne & Company grows and expands as a firm.

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# DUNCAN ROSS

**Region:** Australia

**Direct:** +61 (2)8288 8606

**Email:** sdr@lcc.asia

**Qualifications:** Cert. in Radio & Electrical Registration; Radio Tech. Cert; Cert. Eavesdropping Countermeasures

## Areas of Expertise

- Mergers & Acquisition and IPO roles
- Entrepreneurial innovation and lateral thinking
- International corporate and government environments
- International business and joint venture management
- Board of Directors experience – Australia, New Zealand, South Africa, Saudi Arabia
- Trading in complex and highly competitive markets

Duncan's career achievements span over twenty years - in which time he has developed the technical and entrepreneurial expertise that he now brings to his work at Lincoln Crowne & Company.

Duncan's specialties range from having the ability to engage in development consultations to advising clients seeking new markets outside their speciality field. He has succeeded in securing acquisitions, particularly in the US. Duncan has been involved in several project reconstructions involving troubleshooting management, design and production issues. In recent years, he has sourced and developed technical solutions in addition to identifying prospective partners and venture finance options internationally.

Duncan has worked in brand and product establishment and penetration into retail and wholesale markets. He has developed the ability to consolidate sector revenue with the acquisition and integration of several smaller competitors to drive companies to success and growth.

He has the ability to assemble and manage teams of talented and technical personnel to assist in the management of the due diligence process. He has the conceptual and innovative view to examine world leading products and services in highly competitive financial markets and has inspired his teams to design and produce these, at national recognition level.

Duncan has the strategic ability to develop a deep understanding of industry vision and can document techniques and strategies to accompany this. He has secured millions of dollars in sales of communications and financial markets products, services and technology licence revenue from over 25 countries.

Duncan was listed in the top fifty most influential people in the Australian television market in 2006 by Andrews Magazine.

## Professional Associations

- Member, Australian Institute of Company Directors
- Member and past Chairman, American Society for Industrial Security (NZ)
- Director, Variety, The Children's Charity (NSW)

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## JOANNE CHUA

**Region:** Australia & Asia

**Direct:** +61 2 8288 8611

**Email:** [jmc@lcc.asia](mailto:jmc@lcc.asia)

**Qualifications:** BSc (Maths & Stats) MBus (Fin)

### Areas of Expertise

- Providing detailed market research
- Complex Corporate Actions in the Australian market

Joanne has had over 6 years experiences in the Australian Financial Services Industry. Joanne's career started off in working for Perpetual Trustees, one of Australia's most experienced investment and trustee groups. She then moved on to join HSBC, one of the World International Bank as a Senior Research Executive overseeing all complex corporate actions in the Australian market.

Joanne joined Lincoln Crowne & Company as an Analyst in February 2011. Joanne's first language is English and is fluent in both Mandarin and Cantonese.

### Selected recent representative engagements:

- Assist in advising Australian Pacific Coal Limited on strategic review of certain coal assets
- Assist in advising the minority shareholders of HLM Coal on the strategic review of a major Bowen Basin coal asset (700Mt Inferred + additional targeted)
- Analysis of M&A transactions, particularly in the Mining Sector

### Professional associations:

- Associate of the ANZIF

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# EMMA SIMONSEN

Region: Australia  
Direct: +61 2 8288 8610  
Email: [ecs@lcc.asia](mailto:ecs@lcc.asia)  
Qualifications: BComn

## Areas of Expertise

- Professional Communications
- Administrative Management
- Socio-political and Historical research
- Project Management

Emma holds the role of Operations Executive within the Sydney office of LCC, and is direct support to the Executive Director. In this role she has direct responsibility to support the professional and operational aspects of the business.

With an academic background in Communications, Emma has gained a diverse, yet specialised education structured around critical and continuously reflexive thinking. She has grasped an understanding of the nature of social and political theory and its relevance in the global world, and has learned to develop fine and attentive communication, research and writing skills as a result.

Her studies have equipped her with the knowledge and skills to be involved in organisations that seek to achieve and succeed at the highest level.

Emma has gained opportunities to work in diverse roles in both the private and public sectors, gaining tailored experience within governmental policy, media relations and administrative teams.

Administrative experience in personal assistant, research, customer service and operations roles within the finance and insurance industry have framed Emma's work ethic, organisation skills, understanding of urgency in all tasks, eagerness to be challenged, willingness to learn, flexibility, and attitude to project management and teamwork. Emma brings these assets and experience to her role at LCC and in the work she produces and assists in producing.

Emma is responsible for the implementation and ongoing management of LCC's corporate social responsibility projects, sponsorships, external communications, marketing, HR and the ongoing expansion of the firm's charitable activities.

Emma is responsible for ensuring that the professional and administrative needs of staff and management are met with accuracy, clarity and timeliness.

## Professional associations:

- University of Technology Sydney Alumni
- Member of the Golden Key International Honour Society

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# KARMEN KARAMANIAN

**Direct:** +61 2 8288 8605

**Email:** kxk@lcc.asia

**Qualifications:** B Des

## Areas of Expertise

- Pitch Books, Expressions of Interest, Tender Documents and Presentations
- Annual Reports & Prospectuses
- Brand Management
- Graphic Design & Marketing

Karmen is the Design Leader for Lincoln Crowne & Company, and is based within the firms Sydney office.

For over 12 years Karmen has provided innovative and professional graphic design consultation to a broad variety of clients, from advertising, marketing and corporate companies to architecture, interior design, universities and government departments.

Karmen is founder and director of red k. whose services include but are not limited to:

- Design and production of pitch books, expressions of interest, tender documents and presentation graphics
- Design and production of Annual reports, Prospectuses
- Marketing and Corporate collateral
- Logo and corporate identity design
- Corporate style guide implementation and brand management
- Web design
- Online presentations
- Email newsletters

Previously a Graphics Manager with Cox Richardson Architects, Karmen has specialised experience in presentation and pitch graphics, having worked on international campaigns such as the 2008 Beijing Olympics Aquatic Center, and Sailing Marina.

## Selected recent projects include:

- Design of Mid Market M&A Presentation for the Mining Investment & Finance Fundamentals Conference
- Design and production of LCC White paper; "Conveying Mining into the Future"
- Design and production of long form corporate report; "The 7 Megatrends of Professional Services"
- Design and production of long form corporate report; "The Future of Media"
- Benchmark Estimating - design and production of benchmarkestimating.com.au; corporate identity design; brochures and marketing material
- In Good Company - design and production of ingoodcompany.com.au; logo design; corporate identity design; brochures and marketing material
- Design and production of CF&E and AF&E Prospectus long form reports
- 2008 Beijing Aquatic Centre Campaign
- 2008 Beijing Olympics Sailing Marina Campaign
- Dubai Festival City, Masterplan Campaign

## Selected clients include:

- Accenture
- Arups
- Australand
- BBC
- Beijing Design Institute
- Beijing Olympics Committee
- Boots the Chemist
- Bovis Lend Lease
- BP
- HM (Her Majesty's) Treasury
- In Good Company
- International Olympics Committee
- J. Walter Thompson
- Landcom
- NSW Government Planning
- Sustainable Accommodation in the New Economy
- The Workplace Forum
- Toyota
- Voyages Resorts

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# ALEJANDRO NUNEZ

Region: Australia

Direct: +61 (0)432 099 050

Qualifications: BE Mining (Hons.)

## Areas of Expertise

- Open Cut Coal Mining
- Open Cut Coal Mining Blasting Operations
- Coal and Overburden blasting job packs for Orica
- Understand coal geology and properties

## Selected recent representative engagements

- Actively involved at Ensham Resources Open Cut Coal Mine operations in the Bowen Basin
- Actively involved in the current Blasting operations using Orica I-Shot blasting program
- Presented Thesis On Orica's revolutionary multi strata blasting method StrataBlast
- Completed White paper on In-pit Crushing & Conveying (IPCC)

## Professional Associations

- Member, UNSW Student Chapter AUSIMM
- Student Member, Engineers Australia

With the objective of succeeding in a career in the mining industry as a mining engineer and financial economist, Alejandro's recent appointment as Research Intern at Lincoln Crowne & Company has allowed him the opportunity to produce work that is of quality and of value.

Alejandro has so far produced a white paper on 'Conveying Mining into the Future', examining the use of In-pit Crushing & Conveying (IPCC) and its value within the mining industry. This report was highly valued by the firm, and will be used as a research base for current and future client engagements.

Already graduated from an Undergraduate degree, Alejandro is currently studying Financial Economics. He completed a Thesis in his Honours year with the research objective being to calculate the cost benefits of using a revolutionary blasting technique. Alejandro's thesis examined the implementation of *Stratablast* at an open cut coal mine in the Bowen Basin.

Alejandro's previous work as a Mining Engineer equipped him with the practical knowledge to apply to his analysis and work that he produces. From gaining an understanding of coal geology to grasping the varying procedures that take place in a mining company, Alejandro brings a specialised, analytical and valuable knowledge to the team at Lincoln Crowne in his current role.

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