



ROTUNDA WAS FOUNDED BY PEOPLE WHO WANT TO HELP COMPANIES GROW

Culture & Values

Partnership. Integrity. Transparency. Excellence. These simple words embody our culture at Rotunda. We believe business owners choose to work with us because they share our values.

PARTNERSHIP

- We treat others as we would want to be treated.
- We endeavor to leave our partner companies better than when we arrived.
- We become the partner of choice by walking the walk.

INTEGRITY

- We do what we say we're going to do. When we make a mistake, we own it and fix it.
- We know that reputation and integrity are our most valuable assets, and can be lost in a heartbeat.

TRANSPARENCY

- Bad news should travel faster than good news.
- We believe great partnerships stem from honesty and trust.
- We share information with our partners.

EXCELLENCE

- We consistently strive to achieve excellence in our work product.
- Never be complacent. Continue to grow - Always.

A Collaborative Relationship

Our team focuses on lower-middle market companies, usually in distribution, logistics, financial services or industrial and business services. Rotunda's ideal partners are family-owned companies that are looking for help to grow or evolve their business. We do everything in our power to make sure there is a culture fit, alignment of goals, and a collaborative partnership before the deal even closes.

After Rotunda sends in an LOI, we always seek a face-to-face meeting. Our strategy is centered around collaboration, so it's critical to develop a shared vision of what we can achieve. It's also important to talk about all the problems we can't get into with a factually written LOI, especially ones that are the root of significant issues. Directly discussing business problems and solutions is how we operate.

Working With Us

Rotunda's partnerships are true partnerships. Two Rotunda leaders are on every deal and we don't micromanage. Each decision is based on reaching a consensus between the Rotunda team and existing management. If things go sideways, expect us to be at your side with sleeves rolled up trying to solve the problem.

Every deal is a unique journey for us, and no deal is easy. Succeeding is great, but anybody can walk from point A to point B on flat ground. It's how tough problems are solved that make achievements impressive. Difficult challenges don't scare us. We put our head down, deal with issues, and grow. Our mental focus and persistence keeps us hammering away at issues until they're resolved. It's how we grow companies.

It might sound like we suffer our way through deals, but that's missing the point. We seek that incredible sense of achievement when we finish together. It's humbling to look back on the incredible progress made. We're in this business because each and every one of us loves to help our management teams achieve their goals.

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