



RODRIGO VIRSEDA

rvirseda@scpllc.com

INDUSTRIALS & MANUFACTURING EXPERTISE

- Provided advisory and restructuring services to a \$300 million commercial and publication printing company with \$9 million in accounts payable over 90 days past due, \$3.5 million in missed rent payments, and \$2.8 million in balloon payments for certain equipment loans.
- Worked with management to implement operational changes and identify costs savings to extend cash runway, evaluate asset sale options, and avoid being forced into involuntary bankruptcy.
- Work resulted in sale of assets through an assignment for the benefits of creditors to a strategic buyer. The transaction paid secured creditors in full, provided a profitable company for the vendors to continue to do business with, and continued to employ 1,000 people.
- Key responsibilities included diligence efforts, thirteen-week cash flow model construction, and cost reduction analysis.

[RODRIGO'S GENERIC BIOGRAPHY](#)

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Los Angeles, Headquarters

213-289-9061



Boston

857-586-4700



Dallas

214-271-5108



Houston

832-871-5291



New York

917-833-8171



Seattle

206-339-9075

