

Former Wipro Americas chief launches VC consultancy

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Former chief executive of Wipro (Americas & EAS), Richard S Garnick, has announced the launch of ConJoin Group, a venture capital (VC) and management consultancy firm designed specifically to help VCs and private equity firms in the ongoing recessionary conditions. The new entity will have its offices in Boston, Toronto and Mumbai. The new venture is in association with David J Folk, co-founder and managing general partner of Jefferson Partners, a Toronto-based private equity firm. Rich Garnick has assembled a team of top executives from Wipro and Keane including KD Singh, Vish Sivaswamy and Ramesh Raj.

The ConJoin Group model is different from anything else in the market today in that it provides leadership and trans-

formation services along with capital to its portfolio companies, press release stated. In this way, ConJoin carves out a unique niche between a private equity firm and management consulting firm to drive change within its portfolio companies. ConJoin intends to build a portfolio of five to ten transformational projects per year with additional funding of \$10 million to \$20 million per project, it added.

ConJoin Group recently embarked on a rapid transformation at Avotus, a Jefferson portfolio company. Avotus is a mid-sized telecom expense management provider that had great promise but was underperforming financially - losing more than \$2.5 million per quarter. ConJoin helped improve EBITDA by over \$10 million in less than three quarters, setting stage for profitable growth, the release claimed. With the ConJoin team driving the transforma-

tion, the company successfully outsourced to the ConJoin team in Mumbai almost every operational task that is digital, distributed and repeatable, as well as SG&A-based tasks, allowing for substantial reinvestment in market facing resources in North America to spur growth.

Jefferson Partners has committed up to \$9.5 million of initial growth capital to the venture. ConJoin intends to build a portfolio of five to ten transformational projects per year with additional funding of \$10 million to \$20 million per project to fund transformation and growth. This injection of capital is a key component to the ConJoin model, which allows existing investors to garner new outside capital from a true business partner in a gainsharing model that will quickly become a standard for doing business in the new financial reality, says Folk.