

## Past Events - Detail Page

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**Title:** ACG Chicago Luncheon Meeting - 6/21/05  
**Category:** Austin Lunch Meeting  
**Location:** The Metropolitan Club, Sears Tower, 66th Fl  
**Start Date:** June 21, 2005  
**End Date:** June 21, 2005  
**City:** Chicago  
**Description:** Time: 11:30 am – 1:15 pm

**Michael J. Soenen**  
**President & CEO, FTD**

**Topic: [Marrying Good Business And Financial Engineering To Maximize Value Creation](#)**

FTD is a leading provider of floral services and products to member florists and consumers. With its 96% consumer awareness and 90+ year brand history, the FTD brand is one of the top ten most recognized brands in the world.

Mr. Soenen led the Company's initial public offering in February of 2005. Prior to the IPO, the firm was owned by Leonard Green and Partners, which is one of the largest private equity firms in the United States.

He has served in as CEO of FTD since May 2004 and in a variety of capacities over his seven years at the Company including: President and Chief Operating Officer of FTD and President and Chief Executive Officer of FTD.COM. During his tenure with FTD, revenue has more than doubled from \$165 million to over \$400 million while EBITDA has expanded four-fold from \$15 million to over \$60 million.

From October 2002, Mr. Soenen served as President and Chief Operating Officer for FTD where he was responsible for combining FTD.COM and FTD, Inc. into one company and implemented a variety of sales, marketing and financial strategies which helped turnaround the Company's florist segment while continuing the rapid growth of its consumer segment. Through his efforts, the Company was sold in 2004, yielding the investor original group a 12x return on their investment.

From May 1999 until October 2002, he served as President and Chief Executive Officer for FTD.COM and took the growing e-commerce Company public in September 1999. Under his leadership, FTD.COM became one of the industry's fastest growing, most profitable e-commerce companies, with annual revenue today totaling more than \$200 million and EBITDA in excess of \$20 million.

From January 1997 to May 1999, as the Vice President of Marketing for FTD, Mr. Soenen oversaw all marketing and wholesaling operations. In that capacity, he was responsible for all national advertising, public relations, promotions, member marketing, product development and sales.

From August 1996 to December 1996, Mr. Soenen was an associate at Perry Corporation, a private equity investment firm. From July 1993 to July 1996, Mr. Soenen worked for Salomon Brothers Inc, an investment banking firm, where he specialized in Mergers & Acquisitions.

Mr. Soenen received a B.A. from Kalamazoo College in 1992 and currently resides in Chicago, Illinois.

### Registration Fees

\$40.00 ACG Members pre-registered  
 \$50.00 ACG Members registering at the door  
 \$55.00 Non-ACG Members

### Cancellation Policy

All cancellations received in writing to [Chicagoacg@acg.org](mailto:Chicagoacg@acg.org) no later than 5pm, June 20 will receive full credit. All no shows will be invoiced. Payment is expected at the time of registration.

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