

**BAYES**  
BUSINESS SCHOOL  
CITY, UNIVERSITY OF LONDON

---

## M&A Research Centre

---

12<sup>th</sup> Annual Outlook for M&A  
in 2022



[ Always learning ]

# Panelists:

## Susan Kilsby – Chair, M&A Research Centre Advisory Board



Susan Kilsby is the Chair of the Advisory Board of the M&A Research Centre at the Bayes Business School. She is Chair of Fortune Brands Home and Security and is also Senior Independent Director and Chair of the Remuneration Committee at Diageo and on the Boards of Unilever, BHP and NHS England. Susan is a member of the Takeover Panel and brings to her roles extensive M&A and finance experience having enjoyed a distinguished global career in investment banking. She held senior positions with The First Boston Corporation, Bankers Trust, Barclays de Zoete Wedd and most recently Credit Suisse where she was Chairman of the EMEA Mergers & Acquisitions team until 2009 and a part-time senior advisor until 2014.

Susan is the former Chair of Shire plc and also a former Director of BBA Aviation, Goldman Sachs International, Keurig Green Mountain, Inc., L'Occitane International S.A. and Coca-Cola HBC AG. She holds a BA in Economics from Wellesley College, an MBA from the Yale School of Management and a Doctor of Science (honoris causa) from City, University of London.

## Cathal Deasy – Global Co-Head of Mergers and Acquisitions



Cathal Deasy is a Managing Director of Credit Suisse International in the Investment Banking division, based in London. He is Global Co-Head of Mergers and Acquisitions.

During his career Cathal has advised corporate clients on strategic transactions, including acquisitions, divestments, mergers, public auctions, and unilateral takeover and defence assignments. He has also advised clients on reorganisation and restructuring assignments, and strategic capital raisings. Selected clients he has worked with include, Atlantia, China Molybdenum, DuPont, Inmarsat, KPN, Paysafe, Rio Tinto, SSE, Scout24, Smurfit Kappa, Shell, and Xstrata.

Cathal joined Credit Suisse in 2016 from Deutsche Bank. At Deutsche Bank he was a Managing Director in the investment banking division, with responsibility for Natural Resources M&A which included the power, oil & gas, chemicals, and metals & mining industries. Prior to joining Deutsche Bank in 2006, he worked at Merrill Lynch.

Cathal holds Bachelor of Commerce (Hons) from University College Cork, Ireland and a Masters of Business Studies (Hons) also from University College Cork.

## Matthew Wells, VP, Global Product Marketing and Strategy



Matthew Wells joined Intralinks in December 2012 upon the acquisition of PE-Nexus (now Intralinks Dealnexus™), a company he co-founded in 2010, which pioneered the concept of online deal origination and buyer identification.

As the leader of the Intralinks product marketing and strategy team, Matt also oversees the development and go-to-market strategy for Intralinks' M&A, Alternative Investments and Banking and Securities business lines. This includes Intralinks' award winning Virtual Data Room and other end-to-end deal lifecycle solutions for the mergers and acquisitions community. Matt regularly serves as a subject matter expert at various events and industry conferences either serving as a panelist or presenting key industry reports.

Before co-founding PE-Nexus, he was a Vice President at Cross Keys Capital, a boutique advisory firm, where he focused on middle-market M&A transactions. At Cross Keys he worked on over 50 middle market buyouts and recapitalizations in the healthcare and technology sectors. Mr. Wells holds a Bachelor's degree from the University of Wisconsin-Madison.

## Cyril Auger – Managing Director, Ardian



Cyril Auger joined Ardian in Paris in 2007 as Investment Manager within the Fund of Funds team. In 2011, he moved from Paris to London. He then joined the Co-investment team in 2017, in London. He was previously Vice President in charge of mergers and acquisitions in BNP Paribas since 2004. He worked in the past with Calyon (CACIB). Cyril studied Law in Paris and holds a Master in Finance from ESSEC Graduate School of Management.

## Marie-Laure Keyrouz – Head of Insights for M&A, Ion Analytics



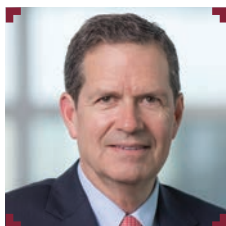
Marie-Laure Keyrouz is Head of Insights for M&A at Ion Analytics with 10 years experience in research M&A. I manage/lead/coordinate the Insights content process from brainstorming to publishing data and market driven content.

She was previously part of the Mergermarket research team managing the analysts team in London, producing regional and global reports and supporting editorial with analytics.

Marie holds a Masters in Management (Corporate Finance) from EM Lyon.

## Introduction by:

**Professor Scott Moeller – Director of the M&A Research Centre, Bayes Business School**



Scott Moeller is the director and founder of the M&A Research Centre at Bayes Business School where he also Professor in the Practice of Finance. Scott is widely published as an author or co-author, including *Why Deals Fail & How to Rescue Them: M&A Lessons for Deal Success* (in The Economist business book series, published in September 2016), *Surviving M&A: Making the Most of Your Company Being Acquired* (John Wiley, 2009) and the award-winning *Intelligent M&A: Navigating the Mergers and Acquisitions Minefield* (second edition, John Wiley, 2014). Prior to his teaching and research, Scott was at Deutsche Bank in London for six years in several senior banking positions. He worked first at Booz Allen & Hamilton management consultants for over five years and then at Morgan Stanley for over 12 years in New York, Japan, and then as co-manager of Morgan Stanley in Germany. Scott is a graduate of Yale College (BA with honours), the Yale Graduate School (MA) and the Yale Management School (MBA).

## Agenda

18:00	Event begins: welcome from Professor Scott Moeller, Director of the M&A Research Centre at Bayes
18:05	Introduction from the Chair and predictions from the panellists
18:30	Floor debate (questions from the audience)
18:45	Closing remarks
18:50	Event end

### MERGERS & ACQUISITIONS RESEARCH CENTRE (MARC)

The M&A Research Centre (MARC), founded in 2008, is a breakthrough – the first time a major business school has established a focused centre for research into the global M&A industry. With its proximity to the City of London, MARC is perfectly placed to maintain close contacts with M&A bankers, lawyers, consultants, accountants and other key players. MARC is one of over 20 research centres at Bayes. A number of corporations, regulators, professional services firms, exchanges and universities have been using MARC for swift access to the latest research and practical ideas. MARC is proud to have its Senior Sponsor, Credit Suisse, amongst others and Sponsors, Ardian, ICAEW, Mergermarket, SS&C Intralinks and Willis Towers Watson, as research partners. In recognition of its research excellence and links to the community, MARC was chosen by AACSB to be the ‘Spotlight’ feature in its Research/Scholarship Resource Centre.



**M&A Research Centre (MARC)**

Bayes Business School  
106 Bunhill Row  
London EC1Y 8TZ  
[bayes.city.ac.uk/marc](http://bayes.city.ac.uk/marc)



BayesBusinessSchoolOfficial



Bayes-Business-School



@BayesBSchool



BayesBSchool



@BayesBSchool



City, University of London is an independent member of the University of London which was established by Royal Charter in 1836. It consists of 17 independent member institutions of outstanding global reputation and several prestigious central academic bodies and activities.



**UNIVERSITY  
OF LONDON**

