

# Welcome to the CIO Hour!

January 2024

## The Elephant in the Room: A Discussion of PE/VC in Association Technology

## Today's Panel



**BRENDAN BALLOU**

Author, *Plunder: Private Equity's Plan to Pillage America* & Special Council, US Department of Justice  
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**Brendan Ballou** is the author of *Plunder: Private Equity's Plan to Pillage America*. He is also a federal prosecutor and served as Special Counsel for Private Equity in the Justice Department's Antitrust Division. Previously, he worked in private practice, and before that, in the National Security Division of the Justice Department, where he advised the White House on counterterrorism and other policies. He graduated from Columbia University and Stanford Law School.



**JAMES C. MARQUIS**

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**James C. Marquis** is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.



**RICK BAWCUM**

CEO, Cimatri  
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**Rick Bawcum** is the CEO at Cimatri, a professional services firm specializing in digital transformation for associations and non-profits. He is an author and frequent presenter on the impact of disruptive technologies ranging from the Internet of Things (IoT) to Artificial Intelligence (AI) and Blockchain. Rick serves multiple association clients as their virtual CIO/CTO, and is a sought-after strategic advisor to associations and non-profit organizations in the US and abroad.

## The CIO Hour: A Discussion of PE/VC in Association Technology

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit [www.theCIOHour.com](http://www.theCIOHour.com) for upcoming topics and events.

## Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

## Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

## In the News...

1. Mortgage giant Mr. Cooper hit with cyberattack possibly affecting more than 14 million customers

<https://abcnews.go.com/Politics/mortgage-giant-mr-cooper-hit-cyberattack-possibly-affecting/story?id=105745061>

2. As we travel into new AI world in 2024, it's the same old internet privacy tradeoff for consumers

<https://www.cnbc.com/2023/12/29/in-new-world-of-ai-same-old-data-privacy-tradeoff-for-consumers.html>

3. Apple Watch ban: everything you need to know

<https://www.theverge.com/24009254/apple-watch-itc-ban-patent-dispute>

4. CES 2024: 5 creepy or weird trends we're already seeing

<https://mashable.com/article/ces-2024>

## Participate in the 501Works AMS/CRM Software Selection Survey!

501Works, in partnership with Branching Knowledge, is inviting association staff, vendors and consultants to participate in a survey whose purpose is to improve this industry's friction-ridden and fractured process for selecting, implementing, and using AMS/CRM solutions.

The goal is to better understand pain points and consequently uncover best practices that would lead to better buying decisions, processes and systems for associations and non-profits.

As a special thank you can enter to win a \$50 Amazon gift card monthly or a \$200 Amazon at the conclusion of the survey in January. More information about the survey may be found at <https://www.501works.com/research/>



Use the QR Code to access the survey

# Today's Topic:

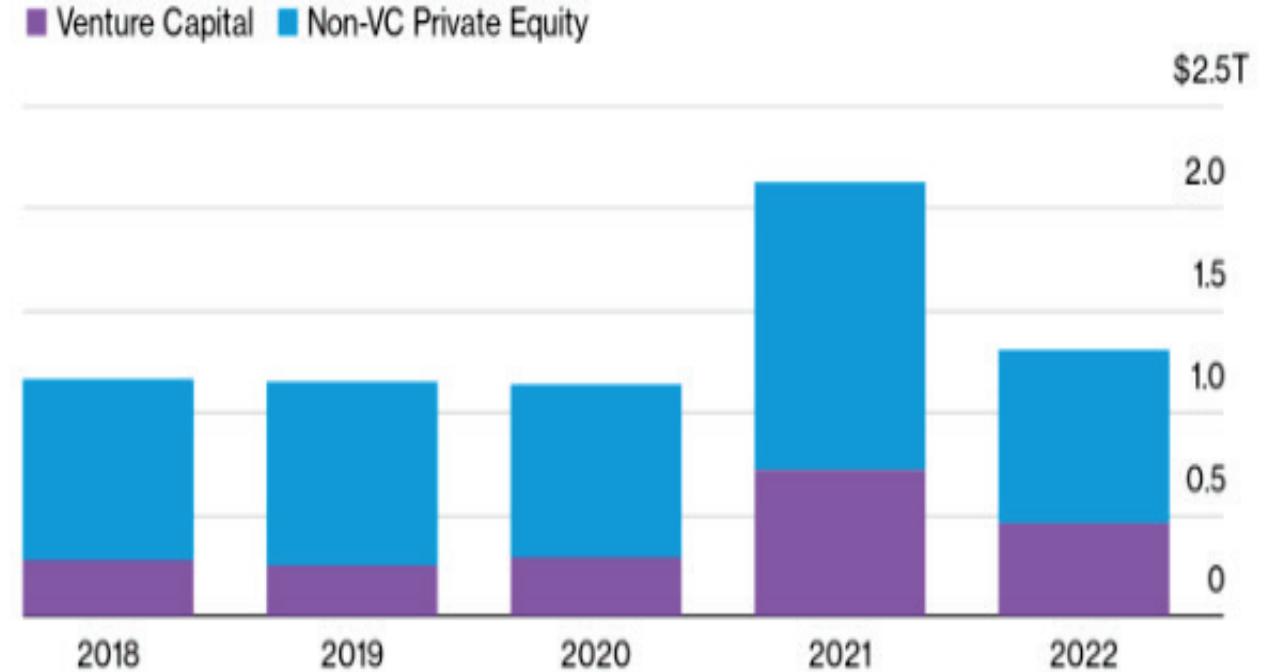
## The Elephant in the Room: A Discussion of PE/VC in Association Technology

## Quick Takes

- **This is a BIG market** – Total deal volume exceeds \$1 Trillion per year.
- **Association Technology** – Still represents a tiny fraction of the overall investment landscape.
- **Volume Appears Slower** – 2023 appears to have been slower with a shift to Private Credit.

SOURCE: Bloomberg Law

### Private Equity Deal Volume Fell in 2022



Source: Bloomberg as of Jan. 12, 2023. The data include all pending and completed deals announced between Jan. 1, 2018 and Dec. 31, 2022.

Bloomberg Law



# On to Your Questions...

# Can you give us a quick overview of Private Equity in general?

How have you seen private equity shape the industry over the last 5 to 7 years?

What are some of the problems you see more broadly in the PE business model and where can it go wrong?

How long will it take for PE/VC to move through the association technology space?  
Is this something to "wait out"?

What would it take for the association community to serve as their own VCs?

# What are the keys to customers protecting themselves?

Any advice regarding technology vendors requiring specific payment providers for their solutions?

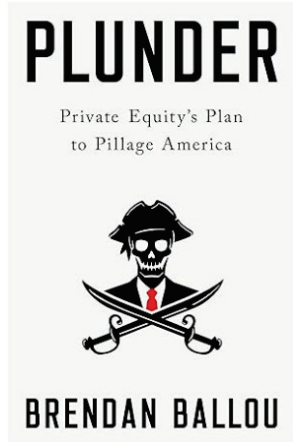


Any last parting advice...

# Other Questions?



Thank you to our panel of experts!



Brendan Ballou

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<https://a.co/d/4MwxfNc>



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## Final Thoughts

- Join us February 8<sup>th</sup> for **AMS/CRM Selection Survey 2023 – Where Are We Now?**
- An archive of this presentation and today's Webinar will be posted on [theCIOHour.com](https://theCIOHour.com) in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: [theCIOHour@501works.com](mailto:theCIOHour@501works.com)
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.