



Founder and Senior
Managing Director

Tel: 312.280.7988

Fax: 312.280.7989

Cell: 312.961.1581

vcreason@vlcassociates.com

M.B.A. St. Louis University
B.S., Illinois State University

Certified Public Accountant

Victoria L. Creason

Victoria L. Creason, Founder and Senior Managing Director of VLC Associates Ltd., is based in Chicago, IL and New York, NY. A seasoned and dynamic financial executive, Ms. Creason has over 30 years of global experience gained through hands-on financial and operational experience and consulting for the world's leading strategy and turnaround firms. She has advised companies, secured lenders, debtors and unsecured creditors with strategic planning, cost optimization, financial and liquidity management, capital structure, M&A strategies and supply chain management.

Ms. Creason has provided advisory and turnaround support across industries including aviation and transportation, consumer products, manufacturing, automotive and industrial capital goods. She has identified and led business transformation initiatives for small, mid- and large sized global organizations. Ms. Creason's advisory experience includes both in-court and out-of-court strategies under the U.S. Bankruptcy Code and Canadian CCAA.

Ms. Creason served as Chief Financial Officer for Serta mattress, in addition to other interim CEO and CFO roles where she had overall fiduciary responsibilities, including being a member of the Board of Directors. Ms. Creason also held senior financial management positions at Continental Airlines.

Ms. Creason is a CPA and holds a B.S. from Illinois State University and an MBA from St. Louis University. She is an active member in the Turnaround Management Association and American Bankruptcy Institute.

About VLC Associates, LTD

We help companies enhance enterprise value with game changing solutions, which are achieved by combining hands-on management with broad strategic advisory experience. We tailor our approach to meet the needs of our clients in addressing capital structure, strategic alternatives, and financial and operational performance. Our team supports companies, debtors, equity sponsors, boards of directors, secured and unsecured lenders, and other key stakeholders.