



Keith M. Rosenbloom

Cruiser Capital Advisors, LLC

Age: 46

Title: Managing Member

Location: New York City

Education (Undergrad/Grad/Certifications):

Yale University

Previous Employers/Positions: CARE Capital Group of Hedge Funds / Co-Founder , Manager, and Portfolio Manager of CARE Fund, Comvest Venture Partners / Co-Manager, Commonwealth Associates / Director of Merchant Banking, Prudential Capital, Merrill Lynch Venture Partners

Bio: Keith has managed the Cruiser Portfolios since inception. He has over 25 years of investing experience with an emphasis on applying traditional value oriented private equity techniques to public and private special situations. Prior to founding Cruiser, Keith co-founded and managed the CARE Capital Group of Hedge Funds, served as the Portfolio Manager of the CARE Fund, co-managed Comvest Venture Partners, served as the Director of Merchant Banking for Commonwealth Associates, and worked with Prudential Capital and Merrill Lynch Venture Partners. He is the co-founder of PAWSAFE, LLC, a pet health insurance distribution company. Keith serves on a number of charitable boards including: Hillel International (Board of Governors) and Hatzalah (Israel’s private EMT service). Keith serves on the investment committees of Hillel International and advises two family offices on their alternative investment portfolios.

Most Attractive Area of the Market Right Now:

Healthcare services; specialty chemical manufacturers and distributors. Essentially we believe the ACA will be a boon to providers and that lowered carbon prices create material tailwinds.

Least Attractive Area of the Market Right Now:

Alternative energy providers; almost the corollary to the specialty chemical theme. Additionally, we tend to believe a lot of the regulatory economic incentives may be reduced or eliminated.

Personal Investing Style:

Look to buy dollars for a quarter.

Areas of Personal Expertise:

The firm has demonstrated expertise in Specialty Finance, Chemicals and Materials and Business Services. Cruiser primarily focuses on North American equities.

Languages Spoken:

English, Chinese (Mandarin)

Fund Description:

The average stock in the S&P 500 moves over 40% in any given year from either trough to peak, or peak to trough. We don’t believe equity or enterprise values change that dramatically. Our philosophy is to know our universe well and to take advantage of major price dislocations

Firm Focus: Cruiser conducts deep company specific and industry research and utilizes the “rule of five.”

Firm Strategy:

Cruiser Capital employs a concentrated long/short equity strategy that identifies and invests in a limited number of publicly traded companies. The firm only invests in public companies at prices it believes are highly differentiated from what they would sell for privately. Cruiser believes that balance sheets drive a business’s economic value and often find opportunities in companies that are either 1) underutilizing assets or are 2) in need of balance sheet repair. We screen for and assess these valuation anomalies and occasionally find a few that offer a compelling return. Often our investments tend to have a longer time horizon with higher return expectations. Cruiser deploys capital only when compelled to do so: cash and patience are our allies.

AUM: Not Disclosed

Fund Disclaimer: Please see appendix.

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