

VLP Partner Mark Bradford Authors “Incentivizing the Executive Team Before an IPO or Sale,” for The Entrepreneur’s Roadmap, a Publication of the New York Stock Exchange

VLP Executive Compensation Partner Mark Bradford authored a chapter for *The Entrepreneur’s Roadmap: From Concept to IPO*, a publication of the New York Stock Exchange.

Mr. Bradford’s chapter is titled “Incentivizing the Executive Team Before an IPO or Sale.” He notes that achieving the business objectives that drive a company toward a successful exit event requires careful consideration of an effective executive compensation program that uses an array of incentive tools, including short- and long-term bonus opportunities, equity-based awards, severance benefits, and change in control benefits.

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A copy of the full publication may be accessed [here](#).