The Other Side of the Table

From Client to Advisor: A Different View of Middle Market Banking

By Blake Vaughn

Over the course of nearly three decades in transportation and logistics, I've sat in just about every seat imaginable. I've helped scale businesses, led teams through periods of rapid growth, evaluated acquisitions, and worked alongside investment bankers on some of the most important decisions a company can make.

I spent years on the client side of the table, hiring advisors and learning firsthand what separates a good investment bank from a great one.

That's ultimately what led me to G2 Capital Advisors.

The decision wasn't about changing careers. It was about joining a platform that combined deep transaction expertise with something I believe matters just as much: operators and advisors who genuinely understand the industries they serve.

Where Strategy Meets Real-World Results

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Throughout my career, I've worked across nearly every corner of the supply chain, from routing trucks at J.B. Hunt to leading businesses in reverse logistics, ecommerce fulfillment, final mile delivery, and grocery fulfillment. Along the way, I've been part of multiple transactions and have seen how the right advisor can help a company think differently about its future.

Business owners are rarely focused on transactions for the sake of transactions. They're trying to answer bigger questions.

How do we fund our next phase of growth? Should we expand into a new market? Is there an acquisition that could accelerate our strategy? Is now the right time to bring in a partner? What options do we have if we're not ready to sell?

Those conversations require more than financial expertise. They require advisors who understand the realities of running a business.

That perspective is one of the things I appreciated most when I first worked with G2 as a client. The team came to the table prepared, organized, and with a genuine understanding of our business. We didn't spend weeks explaining industry terminology or educating advisors on how our market operated. The team already spoke our language, which meant we could focus our time on strategy and execution.

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Having been an operator creates credibility from the start. I've experienced the challenges of scaling businesses, integrating acquisitions, navigating periods of uncertainty, and making decisions where the stakes are deeply personal. When I sit down with founders and management teams, many of the issues they're facing aren't theoretical to me. They're challenges I've worked through myself.

What has surprised me most since joining G2, however, is the depth of expertise behind the scenes.

As a client, you naturally see the deal team sitting across the table. What you don't always see is the broader platform supporting those engagements. During my first months at G2, I was struck by the number of people with specialized experiences across industries, products, and transaction types, and by the willingness of everyone to collaborate.

No one person has every answer, particularly in an industry as dynamic as transportation and logistics. But at G2, we have the ability to build the right team for every situation, pairing industry expertise with transaction specialists who bring different perspectives and capabilities to the table.

That collaboration has become particularly valuable in the capital markets environment we're seeing today.

Across several transportation and logistics subsectors, companies are pursuing aggressive growth strategies. Some are evaluating acquisitions to quickly enter new markets or add new capabilities. Others are investing in facility expansion, automation, and infrastructure improvements to support future growth.

Those initiatives require capital, but they also require someone who can bridge two very different conversations.

Transportation and logistics is a language of its own. Capital markets is another. Increasingly, I find myself serving as a translator between the two.

A warehouse automation project, for example, isn't simply an operational investment. It's a story about capacity, efficiency, customer service, and return on investment. Helping management teams articulate that story in a way that resonates with lenders and investors can make all the difference.

The same is true for acquisition strategies. Earlier in my career, I experienced firsthand how a focused buy-side strategy can accelerate growth and allow companies to enter markets that might otherwise take years to penetrate organically. Today, being able to pair that operating experience with G2's advisory and capital markets capabilities creates a powerful combination for clients looking to grow.

Ultimately, my perspective on investment banking hasn't changed from when I was a client.

The best advisors are the ones who understand that transactions are only one part of the story. The real work is helping business owners think through their options, navigate important decisions, and position their companies for what's next.

Having spent much of my career on the other side of the table, it's rewarding to now help deliver that experience to other business leaders.

About G2 Capital Advisors

G2 Capital Advisors provides M&A, capital markets, and restructuring advisory services to the middle market. We offer integrated, multi-product, and sector-focused services by pairing highly experienced C-level executives with specialist investment bankers. We aspire to be our clients' trusted advisors of choice, including corporations and institutional investors.