



Effram Kaplan
Managing director /
principal
Brown Gibbons Lang & Co.

Effram Kaplan's foray into the financial world began as an analyst trading S&P 100 and 500 options and futures.

The business surrounding the investments of publicly traded companies certainly was intriguing, but he wanted to know more about what made the smaller businesses and middle-market firms tick. He transitioned from heavy analytics finance into consulting for former accounting titan Arthur Andersen and Capgemini, a multinational professional services firm. Then he re-evaluated his career goals.

"I looked at the five years of my career and knew my next step would be for the long term," Kaplan said. "I loved the finance, strategy and advisory parts of my career."

Armed with an MBA from the University of Chicago and an internship at KeyBanc Capital Markets, Kaplan joined Cleveland-based Brown Gibbons Lang & Co. in 2003 as an associate. He since has worked his way up to managing director and principal of the investment banking practice's energy and environmental services group.

"This sub-sector has a very long runway from a career perspective," he said. "I get massive satisfaction in advising clients, watching how the firm has grown and even seeing industry associations turn to us for expertise because what we're doing is of value."

Kaplan guides environmental and energy clients on mergers and acquisitions, recapitalizations, and debt and equity placement. His clients are involved in management of solid waste, environmental engineering, metals, nontraditional waste (medical, nuclear and oil) and energy.

From coast to coast, Kaplan's name is at the forefront of an energy or environmental company's mind when a corporate finance assignment comes up, said Michael Gibbons, founder and senior managing director. Kaplan zigzags all over the country, meeting personally with clients to make sure their banking needs are met.

"He has single-handedly become one of the best environmental bankers in the industry," Gibbons said.

He lives in Gates Mills with his wife, Stacey, and three children: Mia, Naomi and Simon.

— **Kathy Ames Carr**