



Clay Chamberlain

M&A Exit Strategy Attorney · Science behind high-stakes decision making and negotiation strategy for 8-figure founder exits

Clay Chamberlain is an M&A exit strategy attorney and sell-side specialist for large SMB and middle-market founders, teaching science-based decision-making and negotiation strategy applied to the sale process. First as a litigator enforcing closings for buyers, then as General Counsel of three PE-backed energy companies, he learned the buyer's playbook end to end — and he's closed 50+ deals with \$1 billion+ in transaction value over the past decade. He gives founders clarity, confidence, and control.

PRACTICED

50+ deals

Closed M&A transactions across large SMB and the middle market

PROVEN

\$1 billion+

Transaction value over the past decade

SYSTEMATIC

1 Blueprint

The Big Exit Monetization Blueprint™ framework system

SIGNATURE KEYNOTE

The Noise-Control Card: How to Win When Stakes Are High

At the settlement conference of an ugly broken-deal lawsuit in Boca Raton, Clay first witnessed the power of simple decision hygiene: his Wall Street legend client rejected offer after offer without emotion, each time with a glance at a notecard in his jacket pocket, then settled on his terms. The science says wherever there is judgment, there is noise — and it quietly wrecks your biggest decisions exactly when they're too big to take back. Clay has spent the decade since turning that notecard into the D.E.C.I.D.E. Decision Gates™: structured noise reduction that lets founders negotiate like Wall Street legends.

YOUR AUDIENCE LEAVES WITH

- ✓ The science of noise: why two experts pricing the same risk land 55% apart, and why first-time sellers are the most exposed
- ✓ Why roughly 40% of founder deals stall or blow up at the finish line — and the gate that prevents it
- ✓ Their three to five non-negotiables on a Noise-Control Card, before a buyer is in the room
- ✓ The 20% test that separates a real non-negotiable from a preference with a fancy label

PROGRAM FACTS

- **45 min** keynote
- Built for founder-facing rooms
- One guided decision exercise in the room
- Education-first close — every attendee leaves with the free [Noise-Control Card Builder](#)

AS SEEN ON

LinkedIn [/in/claychamberlain](#)

Deal breakdowns, buyer playbooks, founder frameworks

Watch: the buyer's 3-step play ►

X [@claychamberlain](#)

High-signal tactics, transaction cost realities, free tools

Watch a popular post ►

YouTube [@BigExitInsiders](#)

M&A Exit Compass workshops and buyer-strategy videos

Watch a popular video ►

Keynote

The Noise-Control Card, 45 minutes

Luncheon Speaker

Compact 15-20 min for chapters & associations

Podcast Guest

Deal stories and frameworks, studio or remote

Workshop

Half or full day, applied to real deals

Book Clay for your next founder event

speaking@claychamberlain.com · claychamberlain.com



PUREVIEW
GROUP