

## Peter Barbaresi

Managing Director

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Versatile turnaround and growth-oriented CEO, with experience leading small and mid-cap B2C and B2B products and services companies.

Has led the sale of several companies on behalf of PE-backed ownership.

### Industry Expertise:

- Health, Fitness & Wellness
- Sports & Leisure
- Apparel / Activewear
- Restaurant & Hospitality
- Toys & Entertainment
- Consumer Products & Services

## ADVISORY SERVICES

- Hands-on operating executive that has led all functional areas including operations, finance, real estate, legal, sales, marketing, product development, retail merchandising, training/ education, etc.
- Geared to plan/implement dramatic business and organizational re-structuring to maximize cash flow.
- Seasoned in leading national multi-unit company-owned and franchised businesses.
- Deep experience (re) branding and positioning products and services - both strategically and creativity.
- Accomplished C-level sales closer.
- Savvy in preparing companies for sale or recap on behalf of founders, owners and PE investors.
- Steady leader with high premium on teamwork, establishing candid/productive working relations with the Board, PE ownership and management team to get alignment and collectively pursue overall company goals.
- Instills trust, confidence and mutual alignment with customers, investors, strategic partners, key suppliers, and all levels of employee team members.



Charles Towne **Advisory Services** provides solutions to complex business problems and experienced advice to tackle strategic options. Our team is comprised of former CEOs, CFOs and COOs who have deep industry knowledge and functional specialization. We compliment the vision of CEOs and their teams using an array of data-driven, empirical processes that when optimally executed result in superior performance. Our team's specialized skills can be critically valuable to managing through a business crisis or reorganization as well as evaluating and executing acquisitions for both strategic and financial buyers.

CTH's **Investment Banking** capabilities cover M & A and Private Placements for equity and debt (series B or later). Every deal is led and accompanied by senior-level bankers, many of whom also bring previous operational experience. Our target deal sizes typically start at \$10mm. If it is not a fit, we will be quick to tell you. And if you are a start-up or raising a Series A, our advice is to don't hire an investment banker! VCs don't like spending their money on anything except growing the company.