

Daniel Griesemer

Managing Director

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Daniel brings more than 35 years of high growth, brand elevation, digital transformation and turnaround experience in the retail industry in CEO or senior executive roles at both public and private companies such as Gymboree Group, Tillys, Inc., Coldwater Creek, Inc., Gap, Inc. and Macy's.

His natural entrepreneurial orientation is towards all things related to customer experience, with particular skills in design, product, branding, marketing, store and website design and experience, and all customer touch points. He also possesses an enterprise-wide understanding of comprehensive operations, P&L and balance sheet management with skills directly applicable to the hospitality, restaurant and healthcare industries. Daniel aligns culture, values, ethics and vision with mission, strategy and tactics.

His rich and diverse experience spans department store, specialty store, online, multichannel, and omni-channel businesses that were both vertically integrated and branded, with customers ranging from children to teens to younger adults to Baby Boomers. He has 13 years working closely with founders, has led both an IPO and secondary fund raising and has served on both public and private company boards for over 15 years.

Industry Expertise:

- Retail, Online Retail
- Apparel & Apparel Manufacturing
- Consumer Brands, Products & Services
- Cannabis & Dispensaries
- Restaurants, Hospitality & Healthcare

ADVISORY EXPERTISE

Highly experienced CEO skilled in all aspects of the customer experience

Seasoned **high growth and transformational** general manager

Successful turnaround strategist with disciplined high caliber execution

Understands and **balances the diverse needs** of customers, employees and investors

Inspirational leader that recognizes the power of a strong culture of respect and an engaged team



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.