



Mike Lorelli

Private Equity Expert

Role: Experts

Expertise: Private Equity

Industry Experience: Private Equity, Industrial, Restaurant, Consumer

Certifications: Masters Professional Director Certification, The National Association of Corporate Directors (NACD), Masters Professional Director Certification, The American College of Corporate Directors (ACCD)

Last Updated: June 13, 2019

BACKGROUND & EXPERIENCE

Mike Lorelli is Crenshaw's Private Equity Expert, and he has been in the private equity space for close to 20 years as an Operating Partner, CEO, and Board Director. He has sourced close to two dozen deals and led successful acquisitions and exits for Falconhead Capital, and built four portfolio companies as CEO for Rutledge Capital, Riverside Company, and Pouschine Cook Capital Management. His expertise spans virtually every industry, including F&B, CPG, beauty, logistics, and manufacturing. Additionally, Mike has served on 12 public and private boards. Prior to entering the PE sector, Mike served as a PepsiCo president, twice, in both the beverage and restaurant sectors, and earlier held General Manager and marketing executive roles at Almay and Bristol-Myers Squibb.

As a PE insider, Mike knows what skills and attributes decision makers are looking for when recruiting C-level talent for their portfolio companies. He works with Crenshaw clients to help them understand the private equity landscape and navigate their entrée into a PE-backed company. Mike has studiously researched the vast opportunity within the PE world and advises clients on how to best articulate their unique value when communicating with recruiters and private equity operating partners. His passion for sharing his knowledge shines in every one-on-one call, webinar, and presentation he delivers to Crenshaw clients.

INDUSTRY/BUSINESS SEGMENT EXPERTISE

Private Equity, Boards, Consumer, Restaurant, Industrial

FUNCTIONAL EXPERTISE

CEO, Marketing

COMPANIES WORKED FOR

PepsiCo, Rita's Italian Ices, Falconhead Capital, Bristol-Myers Squibb, Latex International, WaterJel Technologies

EDUCATION

MBA, NYU Stern School of Business
Bachelor of Engineering NYU

CERTIFICATIONS

Masters Professional Director Certifications at both The American College of Corporate Directors (ACCD) and The National Association of Corporate Directors (NACD)

PUBLICATIONS

"The Private Equity vs. The Traditional CEO", NACD Directorship Magazine
"Why Private Equity Companies Create Boards... Voluntarily", NACD Directorship Magazine
"The Venture Capital View on Boards," NACD Directorship Magazine

SPEAKING ENGAGEMENTS

"The Private Equity Play," and "Landing Board Seats"

RECOGNITIONS/AWARDS

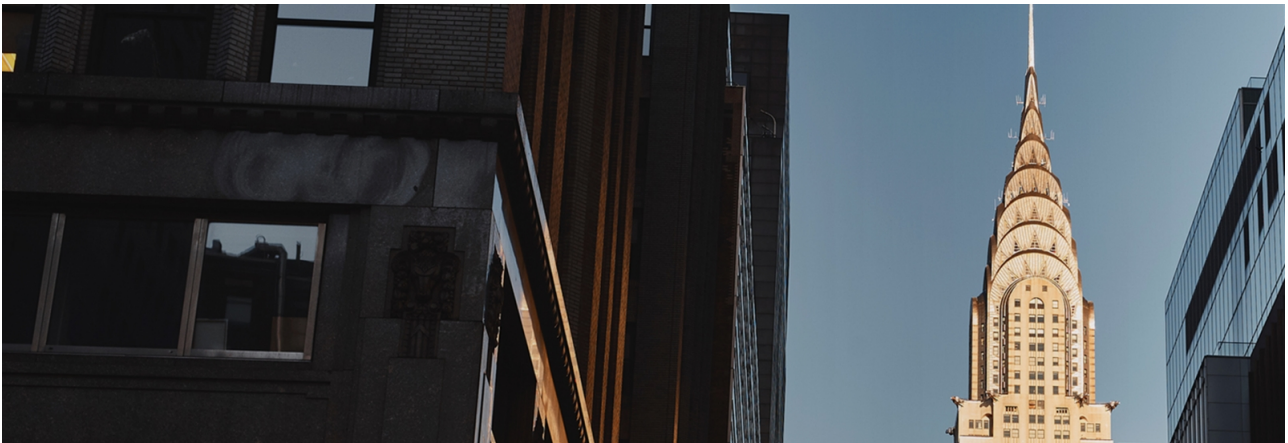
CEO of the Year," Fairfield County Business Journal

BOARD APPOINTMENTS

Rita's Italian Ices, CP Kelco, iControl, Javo Beverage, Waterjel Technologies, Latex International, Strategic Optical Holdings, Closure Medical, Trident International Inc., National Association of Corporate Directors (NACD)

FUN FACT

Active private pilot, and author of The New York Times best-seller children's book *Traveling Again, Dad?*



ABOUT CRENSHAW ASSOCIATES

40 + years of helping companies and executives thrive.
Delivering today, developing for tomorrow.

We specialize in understanding top talent – exclusively – and in promoting their success.
We support clients who are transitioning, OnBoarding, being groomed for new responsibility, building their team cultures, or aspiring to become corporate directors.