

## Michael K. Lorelli



Michael Lorelli is a CEO and Board Director who is known for his insightful revenue growth abilities, as well as his versatility in growing businesses in a variety of industries. He has repeatedly been recruited to lead companies that need a new growth trajectory, and/ or serve on their Boards. Mike's background includes being a PepsiCo president, twice, followed by four CEO engagements of private equity-backed companies. His global experience has equipped him to run businesses on six continents. Mike's Board experience includes 2 public and 8 private companies. He is available for select Board engagements.

Lorelli's career began in Marketing with the Clairol division (now P&G) of Bristol-Myers Squibb, where he put the company in the shampoo business with herbal essences. He was recruited to Esmark (Playtex division), where he acquired Almay Cosmetics, and on his watch generated a 50% increase in revenue, and at substantial profitability. They later sold the company to Revlon for 10 times their investment.

PepsiCo recruited Mike to become Chief Marketing Officer of the beverage sector, where he put the company in the water and isotonic categories, and profitably built their retail business to beat Coke's market share, and pioneered many high-risk/ high-reward events and sponsorships. PepsiCo rewarded him with the assignment as President of Pepsi Cola East, where he drove double digit revenue and EBITDA returns, by acquiring and integrating 24 franchise bottlers. PepsiCo then asked Mike to lead Pizza Hut's international division. Mike's star accomplishment was the profitable expansion from 68 to 92 countries, surpassing McDonalds in country count.

Tambrands recruited Mike to lead a turnaround and position the company for sale. Mike ratcheted growth into the double digits, and sold the company to P&G for a 33% premium, after a nice 31% run up in the stock. He then was attracted to the private equity sector, where he led four successful CEO engagements, and successful exits for the equity shareholders.

Mike was most recently the Executive Chairman of the Board of Rita's Franchise Company, where he was twice called upon to be Interim CEO. He took this position after building WaterJel Technologies for private equity Riverside Company. Previously, Mike was President, CEO, and Board Director of Latex International - another PE-backed company where he tripled revenues and quadrupled EBITDA by building a strong management team, rejuvenating the culture and introducing new products and channels.

Mike is Masters Level certified at both The National Association of Corporate Directors (NACD), and The American College of Corporate Directors (ACCD). He has served on the Boards of publicly listed Closure Medical (NASDAQ: CLSR), and Trident International (NASDAQ: TRDT), and eight private Boards. He has chaired several public and private Compensation Committees. Presently, he on the boards of KPI Soft, iControl, Cannabiniers, and NACD's Connecticut Chapter. Today, Mike is an Operating Partner at Falconhead Capital, where he also was tasked twice to serve as Interim CEO of portfolio companies.

Lorelli holds an MBA in Marketing from NYU's Stern School of Business, awarded Beta Gamma Sigma distinction, after completed a Bachelors in Engineering in Industrial Engineering, also from NYU.

Mike is an active private pilot, since age 17, with a multi-engine rating, is an avid golfer, has travelled to 59 countries, and authored a NY Times best-seller children's' book with proceeds donated to charities,

He frequently speaks to business leaders about governance and private equity.