

PRINCIPLES

MISSION

We empower a new era of leaders to acquire and grow West Michigan businesses. West Michigan is our home.

APPROACH

We invest.
We grow.
We generate.
We empower.

CRITERIA

FINANCIAL PROFILE

- \$7M-\$30M in annual revenue
- \$1.5M-\$8M in annual EBITDA

COMPANY PROFILE

- Manufacturing Industry; Machine or Marine
 - Custom, made to order, high mix, vertically integrated
 - Located in Western Michigan or Northern Michigan
 - Seeking full ownership due to transition away from business
 - Growth potential through acquisition, operational excellence, customer expansion
-

EXECUTIVE PROFILE

MITCH BROWNELL



Mitch is an experienced manufacturing engineering and operations leader - born and raised in Southwest Michigan - seeking to acquire, lead, and grow a manufacturing company.

Prior to joining Sleeping Giant Capital, Mitch has spent his career in numerous operational and engineering leadership positions at several Fortune 500 companies. Most recently, Mitch led assembly operations for one of Stryker's largest plants, supporting nearly \$1.2B in annual revenue. In this role, Mitch led the manufacturing integration of 2 acquisitions. Prior to Stryker, Mitch held engineering and manufacturing positions at Whirlpool and Flowserve.

Mitch resides in Portage, MI and is a proud Western Michigan University (BSE) and Michigan State University (MBA) graduate. Mitch serves on the Alumni Board for the Executive MBA Program at MSU, and is passionate about manufacturing growth in Michigan. He enjoys running and spending time on the water .
