
Private Equity

Branding Overview


FINCH[®]
BRANDS



01 | About Us



Finch Brands is a real-world brand consultancy.

Finch Brands works with brands in transition – this makes us distinctly relevant to the private equity community.

Like the finches whose beaks inspired Darwin's theory of evolution, brands that adapt to the ever-changing environment not only survive, they thrive. We draw our name and inspiration from the forces that shape the natural world to help our clients succeed in the real world.

Finch Brands was founded in 1998 by executives instrumental in the ascent of IKEA and David's Bridal. Their original vision was to create the firm they were never able to find when they were in our clients' shoes – an end-to-end brand development and management powerhouse that seamlessly delivers breakthrough brand strategy and irrepressibly creative brand design.

To accomplish this, we have brought together a team of leaders from brand-first organizations like David's Bridal, Campbell Soup Company, Kimberly-Clark, MARS Drinks, Target, and Urban Outfitters. These experiences make us a better, more instinctive partner – and provide a foundation for Finch Brands to build brand equity and enterprise value for companies and the PE firms that back them.

02 Private Equity Services

We're an end-to-end brand development and management powerhouse.

Private equity activity involves evaluating and activating the potential of businesses and their brands. Finch Brands acts as an ally to private equity firms—both before and after deals close—to ensure brands are powerful drivers of cultural alignment, customer adoption, and business performance.

The Finch Brands value add exists in areas where the investor skill set is not as pronounced, making our services a perfect compliment to the value assessment and creation process.



DUE DILIGENCE

A right-sized suite of services to help private equity firms efficiently assess brand trajectory, potential, and strength of plan.

- Customer and category insight
- Competitive analysis
- Brand strength/trajectory
- Marketing analytics
- Marketing plan/leadership assessment



PORTFOLIO GROWTH

Focused strategic and creative services to help portfolio companies accelerate profitable growth and build brand equity.

- Customer and category insight
- Brand messaging strategy
- Internal branding— Purpose, Mission, and Values
- Brand architecture and integration
- Identity development/refinement
- Website and sales/marketing design
- (Re)brand launch planning and execution

03 Leadership



DANIEL ERLBAUM

CEO

Finch Brands Co-Founder. Original investor and executive in David's Bridal. Limited Partner in numerous PE funds.



BILL GULLAN

President

Finch Brands lead strategist. Driver of our work product and growth since 2001. Qualitative research moderator.



LAUREN COLLIER

SVP, Strategy

Responsible for our overall work product. 10 years at Kimberly-Clark in Marketing and Innovation across global B2B applications. Drexel MBA.



JOHN FERREIRA

SVP, Insights & Innovation

Oversees our research practice. 11 years at Campbell Soup, across Brand Management and Consumer Insights. Wharton MBA.



JESSICA KOFFMAN

Creative Director

Leads the creative team. Long, varied, agency career and came of age on the Visual Merchandising team at Target.



TIM DEGENNARO

VP, Insights Communities

Oversees research community offering. Started at Forrester; spent 5 years at C-Space, an insights community pioneer.



DEVON MOYER

Senior Art Director

Core design team leader. Broad-based design experience across industries. Award-winning across design disciplines.



STEVE RADZINSKI

Associate Director, Brand Strategy

Lead M&A project/engagement manager. Has overseen complex brand evolutions and integrations across categories.

05 Success Stories



PHYSICIAN ONE

Complete rebranding to prepare urgent care chain for growth. Post-launch, a 56% increase in billings in clinics open at least 1 year.

(Pulse Equity portfolio)



FXI

Integrated two leading North American foam manufacturers; combined 4,000 team members and \$2 billion in revenue. Successful "Day One" in February 2020.

(One Rock portfolio)



PETCOACH

Worked on strategic and creative foundation for vet telemedicine concept. Acquired by Petco and rolled out as new retail concept.

(Comcast Ventures portfolio)



THINKGEEK

Rebranded leading closely held eCommerce company. Acquired by GameStop less than a year after relaunch and now boasts 35+ stores.

(Invemed portfolio)



SAGENT

Created new brand for lending solutions business, managing its emergence from a division of larger company into an independent firm.

(Warburg Pincus portfolio)



ACTIVE DAY

Modernized Adult Day Care brand ahead of roll-up. Internal and external focus. Company has grown to over 60 locations.

(Audax portfolio)



BELMONT MEDICAL

Progressed medical device brand as company transitions from one product to a broader portfolio under fresh leadership.

(Audax portfolio)



FRANKLIN FARMS

Built end-to-end plant-based protein brand to help company move from ethnic to mainstream channel and build consumer brand equity.

(Keystone Capital portfolio)

06 | Contact

To get to know Finch Brands or to discuss a project, please visit FinchBrands.com

We look forward to working with you, strategizing with you, collaborating with you, partnering with you, designing the future with you, achieving new possibilities with you—or just simply hearing from you. Please be in touch, and so will we.

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