



**BOB RIISKA**  
briiska@scpllc.com

## CONSUMER PRODUCTS & RETAIL EXPERTISE


- Served as financial advisor to a \$300 million family-owned grocery wholesaler and developed a comprehensive turnaround plan to return the business to profitability.
- As CRO of a prestige cosmetics company based in Los Angeles, oversaw all aspects of day to day operations, including directly interfacing with large national retailers and suppliers, and developing and executing liquidation strategies for excess inventory, while also coordinating successful sale efforts.
- As consultant to an \$800 million leading provider of merchandising, distribution and publishing services to the book industry in the U.S., Mexico, the U.K. and Australia, prepared detailed weekly cash flow projections used to convince the company's lenders to provide a significant loan over-advance while the company explored strategic alternatives.
- Served as financial advisor to a master distributor of pipes, valves and fittings and developed cash flow and operational plans to mitigate the effects of lower sale volume.
- Acted as Financial Advisor to one of the largest manufacturers of recreational vehicles while it operated in Chapter 11, leading to a successful asset sale.
- Served as CRO of a \$900 million publicly-traded staffing company with over 30,000 temporary employees. Successfully sold several business units after a massive tax fraud related to an affiliated company had been discovered.
- As financial advisor to a \$500 million long-haul trucking company, developed a successful turnaround plan and convinced the lenders to provide a significant structured loan over advance to facilitate execution of the plan.
- Served as financial advisor to stakeholders of a 110 unit upscale affordable dining chain, provided guidance and oversight as the public company was taken private.
- Served as financial advisor to a franchise of over 90 fast food and casual dining restaurants. Developed four-wall analysis tools and restructuring plan.


### [BOB'S GENERIC BIOGRAPHY](#)


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