



MERV MERZOUG
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CONSUMER PRODUCTS & RETAIL EXPERTISE


- Interim CFO of a women's haircare brand seeking to recapitalize. Designed and led all workflows related to finance including, but not limited to, creating a complete cashflow model, enterprise valuation, debt load analysis and optimal working capital strategy.
- Interim CFO of a biotechnology consumer products business focused on the skincare segment. Helped lead the firm through the FDA approval process, ultimately securing valuable vouchers and approvals to sell product in the United States. Oversaw significant cost structure, working capital improvements and recapitalization.


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