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Richard Herbst

Partner

EXPERIENCE

Richard Herbst is a Partner in the Chicago office of Sikich Investment Banking. Rick has over 20 years of experience in general management, strategy and consulting.

Prior to joining Sikich, Rick was a Managing Director with Levi Littell Herbst & Co., a boutique investment bank in Chicago, where he focused on mergers and acquisitions and strategic advisory for entrepreneur-owned firms and financial investors, including private equity and venture capital firms. Rick was formerly the General Manager of the Targeted Marketing Services division of Alliance Data Systems, where he oversaw its divestiture to CoolSavings, Inc. Previously, he was the Chief Commercial Officer of Transora, Inc., the supply chain software firm backed by a \$250 million investment from Proctor & Gamble, The Coca-Cola Company, Unilever and other Fortune 50 consumer packaged goods concerns, where he had global responsibility for all business development, operations and strategy.

Prior to that, he was the General Manager and Vice President of Kellogg North America's ecommerce unit, and was also a Partner in Accenture's Strategy Consulting group, where he led global e-commerce strategy and the central region information technology, high-tech and telecommunications strategy practices.

Rick is registered with the Financial Industry Regulatory Authority (FINRA) as a Series 24 General Securities Principal, a Series 7 General Securities Representative, a Series 79 Investment Banking Representative and a Series 99 Operations Professional.

EDUCATION

M.B.A., University of Chicago Booth School of Business

B.B.A., University of Texas

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