

Just the Facts

Who We Are

Harrison Co. LLC is a consumer-focused investment banking firm and unapologetic advocate for founder-run businesses. We work exclusively with owners and operators across the entire spectrum of the healthy lifestyle space, from farming to food to fitness. Our team of experienced senior financial experts help clients make critical strategic business, mergers and acquisitions, and financing decisions to ensure optimal outcomes.

Leadership

Founded in January 2020, we are a tight-knit team with unique ties and decades of experience working together at different firms.

- ▶ Bill Harrison – Managing Partner
- ▶ Paul Byrne – Partner
- ▶ Sean Deson – Partner
- ▶ Nancy Ervin – Partner
- ▶ Mercedes Franzini – Partner
- ▶ Grant Garbers – Partner
- ▶ Leigh Hudson – Partner
- ▶ Shaun Kalnasy – Partner
- ▶ Mike Franson – Senior Advisor
- ▶ Gary Kiedaisch – Senior Advisor

What We Do

We are unapologetic advocates for founder-run businesses.

We combine intense focus and deep industry knowledge with a consultative, data-driven approach, to provide private business owners with the advantage they need to make the best possible strategic, M&A and financing decisions

Mergers & Acquisitions

- ▶ Sell-side advisory
- ▶ Buy-side advisory
- ▶ Management buyouts

Strategic Alternatives

- ▶ Performance improvement
- ▶ Refinancing / restructuring
- ▶ Strategic business plan

Capital Raising

- ▶ Growth equity
- ▶ Recapitalization
- ▶ Senior debt / bank debt
- ▶ Mezzanine / subordinated debt

What Sets Us Apart

- ▶ A unique culture
- ▶ Intense sector focus
- ▶ Advocate for family businesses
- ▶ Data & Research driven
- ▶ We do whatever it takes
- ▶ Better, not bigger

Market Segments

Our focus on the healthy living sector is driven by our uncompromising values and personal commitment to better-for-you consumer products, from farming to food to fitness.

▶ Active Lifestyle



▶ Food and Beverage



▶ Agriculture and Ag-Tech



▶ Healthy Living



▶ eCommerce



Recent In-House Reports

- ▶ [The 100 Mile Circle: Fighting to Preserve America's Food Independence](#)
- ▶ [U.S. Fitness Industry 2020 and Beyond: Safety, Streaming and Reinvention are the New World Order](#)
- ▶ [Brave New World for Restaurants: Restaurant Industry Amid the COVID-19 Pandemic](#)
- ▶ [Why History, Not Headlines, Should Shape Our View of the Future](#)
- ▶ [Who Will Grow Our Food? How the Farm Labor Shortage is Driving Innovation in Agriculture](#)
- ▶ [Amazon and Agriculture: Changing the Landscape of Food Distribution](#)

Contact Us

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