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Sleeping Giant Capital Announces Mitch Brownell as CEO in Residence

KALAMAZOO, Mich.—Sleeping Giant Capital, a West Michigan-based investment and growth platform, is excited to announce the appointment of Mitch Brownell as its new CEO in Residence.

Mitch brings over 12 years of leadership experience in engineering and manufacturing in numerous industries. Most recently, he served as Senior Operations Manager at Stryker, overseeing assembly operations at the company's Kalamazoo plant and leading a team of nearly 250 members. His previous roles at Stryker include operations leader for integrating manufacturing of two acquisitions and engineering manager for the metal fabricating business unit at the Portage plant. Mitch's experience also includes engineering positions at Flowserve, Whirlpool, and Humphrey Products. He has a strong track record of leading medium to large teams and delivering results.

In his role at Sleeping Giant Capital, Brownell will focus on acquiring and growing a business in the manufacturing sector, with a particular interest in machinery, industrial, or marine sectors, and specifically in low volume, high mix, branded product manufacturing.

As CEO in Residence, Mitch will be responsible for leading, sourcing, and diligence activities on investment opportunities with the goal of becoming owner-operator of a West/North Michigan-based manufacturing organization. Mr. Brownell is focused on opportunities with \$1M to \$8M in annual cash flow.

"I am extremely passionate about manufacturing and developing local talent within West and Northern Michigan," said Brownell. "I see a significant opportunity for manufacturing businesses in Michigan to thrive, and I am eager to leverage my experience in building operations and engineering teams to drive growth."



Mitch has a Bachelor of Science in Engineering from Western Michigan University and a MBA from Michigan State University. He and his significant other, Haley, live in Portage, MI. Mitch also serves on the Alumni Board for the Executive MBA Program at MSU and is committed to advancing manufacturing growth in Michigan. In his free time, he enjoys running and spending time on the water.

About Sleeping Giant Capital

Sleeping Giant Capital's mission is to empower a new era of leaders to acquire and grow West Michigan businesses. The firm employs professionals to become owner-operators, invests for the long term out of a unique 25-year fund, and grows investments through a platform architecture. For more information on Sleeping Giant Capital visit sleepinggiantcapital.com.