



Larry Perkins, CEO & Founder

Larry Perkins has over fifteen years of management consulting and advisory experience with companies undergoing transition. Mr. Perkins has enhanced business performance for numerous companies on projects ranging from interim management, profit improvement and working capital management to strategic planning and transaction execution. His strong business development and operations skills enable him to quickly identify and address complex business problems in a variety of industries, including:

- Automotive
- Consumer Products
- Financial Services
- Healthcare
- Manufacturing
- Retail
- Technology
- Telecommunications

Mr. Perkins has served in a variety of senior level positions including Financial Advisor, Strategic Consultant, Investment Banker, Financial Executive, and Crisis Manager to numerous middle market companies and is particularly skilled at assisting clients through challenging situations. A few noteworthy accomplishments include:

- CRO to a consumer product manufacturing company where he was responsible for operating the business through the restructuring that ultimately yielded a return to investors 300% greater than originally anticipated through the sale of the business.
- Provided financial advisory services to a \$300 million clothing retailer during its court restructuring and geographic consolidation.
- Financial Advisor for a specialty chemical manufacturing company where he was engaged to perform an operational analysis of the company resulting in a 200% increase in EBITDA over the ensuing years while adding no debt.
- Financial Advisor to a \$100 million high-end optical retailer, where he provided operational and financial strategies to restructure the business.
- CRO to a \$120 million privately held telecom provider where he was responsible for managing day-to-day operations and augmenting management through the sale process.

Prior to SCP, Mr. Perkins was Senior Managing Director and Regional Leader of a national consulting firm where he was responsible for business development, marketing, staffing, and general management of the firm's presence west of the Mississippi River. Mr. Perkins joined the firm in 2010 when it acquired El Molino Advisors, Inc., which he founded in January 2007 and was the CEO.

Mr. Perkins began his career in the strategic consulting group of Arthur Andersen after graduating from the University of Southern California Marshall School of Business. He was born and raised in Southern California and attended the Polytechnic School in Pasadena where he has served on the school's board of directors. He is also on the board of Heart of Los Angeles, and two corporate boards based in Los Angeles, including one in the food distribution business. Larry is a member of the Young Presidents Organization.