



DOUG MOORE

Managing Director

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[VCARD](#) | [LINKEDIN](#)

Doug brings more than two decades of C-suite leadership across retail, eCommerce, and omnichannel operations. His career is defined by building and scaling businesses through integrated strategies that connect operations, digital commerce, merchandising, organizational design, acquisitions, capital raising, and profit acceleration across both public and private companies. A hands-on, high-energy operator, Doug thrives in environments that demand clarity, speed, and measurable results. He is equally effective stepping in as an interim leader to stabilize and transform a business or serving in a permanent role to drive sustained growth. His experience as a CEO in both PE-backed and publicly traded organizations gives him the versatility to navigate diverse ownership structures, board expectations, and operational realities.

Doug has built national consumer brands and held senior operating roles across store operations, merchandising, strategy, and services. His background spans large enterprises and entrepreneurial ventures, including pre-IPO, IPO, and post-IPO environments. This breadth gives him a practical, end-to-end understanding of how companies are founded, grown, and scaled. In addition to his deep retail and eCommerce expertise, Doug has successfully operated in industries such as bio-tech and durable medical equipment. His ability to adapt quickly, diagnose operational gaps, and implement disciplined, high-impact solutions makes him a uniquely flexible leader capable of driving results in a wide range of business settings.

FUNCTION & SPECIALIZATION

- CEO
- COO
- Chief merchant
- President of retail stores
- Board member
- Pure play retail
- Multi-unit operations
- B2C consumer facing businesses
- Drives revenue and cash realization cycles, including healthcare revenue cycle management
- Able to prepare a business for a transaction event

REPRESENTATIVE INDUSTRIES

- Circuit City
- Sears Holdings
- LLL Flooring (formerly Lumber Liquidators),
- Journey Health and Lifestyle (formerly firststreetonline.com)
- Polished (formerly 1847 Goedeker)
- hhgregg
- AMF Bowling
- AH Robins
- Nestle
- Med-Air Inc.
- GreenTop Sporting Goods
- Safelite

EDUCATION, LICENSES & CERTIFICATIONS

- University of Virginia BA, University of Virginia Darden School of Business Administration MBA

PROFESSIONAL ASSOCIATIONS & COMMUNITY ORGANIZATIONS

- University of Virginia Darden School of Business Administration Alumni Board Member 2005 to 2024, Chairman 2015-2018