



DOUG MOORE

Managing Director
d: 804-955-4440
c: 804-317-5898
doug.moore@fahrenheitadvisors.com

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

Doug has more than 20+ years of C Level retail and eCommerce experience with extensive experience delivering integrated strategies for operations, eCommerce, merchandising, organizational structure, acquisitions, raising capital and driving profits in the public and private sectors. He is a hands-on, high-energy executive that can drive change and results on an interim or permanent basis. His experience as a CEO in a PE or public company makes him highly flexible in a wide variety of business settings.

Doug built national consumer brands and transitioned to key operating roles in retail and eCommerce in store operations, merchandising, strategy and services. These experiences were at large and small, established and entrepreneurial, pre-IPO, IPO and post IPO companies, which gives Doug a well-rounded practical understanding of the cycles of founding, growing and scaling businesses. He has experience and is comfortable in a variety of industries including retail, eCommerce, Healthcare and Durable Medical Equipment.

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
- LLFlooring (formerly Lumber Liquidators),
- Journey Health and Lifestyle(formerly firststreetonline.com)
- Polished(formerly 1847 Goedeker)
- hhgregg
- AMF Bowling
- AH Robins
- Nestle
- Med-Air Inc.
- Felicitex
- 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 present, Chairman 2015-2018