

Greg Campbell

Strategic Advisor and Investor

Summary

A growth oriented strategic advisor and investor with cross-border transaction expertise. Focus on building and investing in businesses that are disruptive,scalable and noble in their purpose.

Have worked with business owners to expand their company's scope and grow value. Additionally, I have worked with investors to match business opportunities to their particular criteria and to increase their return on investment.

Background spans many industries, including food and beverage, healthcare, distribution, real estate and education. Fundamental belief is in the importance of the entrepreneurial spirit and the great things that are possible in business. Core skills are in strategy development and improving the financial performance of early stage and middle market businesses. Application of this skill is used on behalf of other investors as an advisor and internally as an investor or co-investor.

My work as strategic advisor informs my role as an investor, and my experience investing informs my work as an advisor.

Specialties: Building profitable businesses, mergers and acquisitions, strategy development, early stage investing, deal structure and negotiation, management selection, C level coaching and development, serving as an active member of the Board of Directors

Experience

Principal

November 1994 - Present

Rainmaker Inc. is an investment and advisory firm focussed on building and investing in businesses that are disruptive, scalable and noble in their purpose.

Partner

August 2000 - Present

Private equity firm that makes investments in business led by minorities and women located in North Texas.

CEO

2008 - 2012 (5 years)

Learning Innovations International (LII) is a US-based education holding company that seeks to expand higher education opportunities and accessibility through the innovative use of learning technologies, unique curriculum and creative partnerships and affiliations.

CEO at Tom Joyner Online Education

October 2009 - December 2010 (1 year 3 months)

Developed company that assisted HBCU's to launch and scale online degree programs.

Partner at Best Associates

May 2004 - June 2007 (3 years 2 months)

Private merchant bank investing in domestic and international for-profit education ventures.

President & CEO

1988 - 2004 (17 years)

Founded middle market consulting firm that provided hands on strategy development, operations, marketing and capital sourcing solutions to clients across the US

Partner

1997 - 2003 (7 years)

Developed the first new affordable housing project in Southern Dallas, Unity Estates. Project consisted of 285 single family homes developed and marketed in partnership with the African American Pastor's Coalition.

Marketing Director

1984 - 1988 (5 years)

Led the turnaround of Fritos and Cheetos and the launch of SunChips and the Frito -Lay Brand of Dips

Senior Product Manager

1980 - 1983 (4 years)

Managed Mazola Oil, Mazola No Stick, Argo Cornstarch brands

Marketing Manager

1977 - 1980 (4 years)

Managed the initial roll out and expansion of the Pepsi Challenge program in the US.

Education

Harvard Business School

MBA, Business, 1975 - 1977

Activities and Societies: President HBS Marketing Club

Cornell University

BS, Industrial and Labor Relations, 1971 - 1975

Activities and Societies: Quill & Dagger, voted Outstanding Senior 1975
Archbishop Molloy High School
H.S., 1967 - 1971
Cornell University

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[Contact Greg on LinkedIn](#)