



## How We Helped a PE Portfolio Company Scale its Business

**7** Company Acquisitions

**5** New Executives Placed

**1** Successful Transaction

### The Success Story

#### Company Challenge:

Brook + Whittle manufactures pressure-sensitive labels, shrink sleeves, and flexible packaging, with a focus on sustainable solutions. The company was previously owned by TruArc Capital and sold to Genstar Capital in November 2021. To help the company achieve significant growth goals, JM Search was brought in by TruArc to build out a next generation of management to scale the business.

#### Solution:

With a strong understanding of Brook + Whittle's unique company culture and a focus on growth, JM Search successfully identified, recruited, and placed 5 key executives with private equity experience, sector knowledge, and proven abilities to scale organizations. With the new generation of leadership in place, the company acquired 7 companies and doubled in size.

#### Positions Placed:

Chief Executive Officer  
VP, Sales & Marketing  
VP, Human Resources  
VP, Operations  
Director, Operations

### Placements Timeline



**FEB 2018**  
JM Placed  
CEO



**MARCH 2018**  
JM Placed  
VP, Human Resources



**OCT 2021**  
JM Placed  
VP, Operations



**JAN 2019**  
JM Placed  
VP, Sales & Marketing



**JAN 2021**  
JM Placed  
Director,  
Operations

## The JM Search Team



**Hayden Tewell**  
Managing Partner



**Tripp Whitaker**  
Principal



**Michael Keating**  
Executive Search Consultant

## About JM Search

**JM Search is the leading retained executive search firm for private equity, and other growth-oriented private and public organizations.**

With over 40 years of experience, our partners are immersed in your search every step of the way, supported by a passionate, cohesive team of recruiting experts.

With deep sector and functional-specific expertise, our partners have built expansive professional networks from decades of firsthand experience to ensure the best possible outcomes for our clients and their businesses.

**One firm, focused on you.**

## Industry Expertise

- Consumer
- Education & Social Impact
- Financial Services
- Healthcare & Life Sciences
- Media & Communications
- Industrial
- Legal
- Services
- Technology

## Connect With Our Expert

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