

MICHAEL MUSSO

Managing Director

Professional Summary

Mr. Musso is a Managing Director of the Areté Group based in Atlanta.

Mr. Musso brings a rare combination of blue-chip operating experience and deep middle market turnaround and

restructuring expertise. He built his consumer products foundation at three of the world's most iconic CPG companies —Procter & Gamble, Pepsi-Cola, and Frito-Lay — before spending over a decade in CEO, operating partner, and independent director roles within private equity. Drawing on that foundation, Mike developed a proven model for restoring enterprise value in underperforming lower and middle market companies as a leading turnaround and restructuring professional.

Prior to joining Areté in 2025, Mr. Musso led the Consumer & Retail Restructuring Practice at KPMG Deal Advisory and Strategy as Managing Director. Before that, he built an industry leading consumer and retail practice at Conway MacKenzie as Senior Managing Director, where he successfully led dozens of engagements as interim CEO, CRO, financial advisor, and independent director.

Mike has led hundreds of companies through complex turnaround challenges — spanning working capital, liquidity, manufacturing, commercial, regulatory, and distribution — across a broad range of consumer industry segments, with deep expertise in beauty care, restaurants, pet care, and food and beverage. He brings true multi-channel depth, with hands-on experience across major e-commerce and mass retailers — including Amazon, Walmart, and Costco — through to Grocery, Specialty Retail, Big Box Home Improvement, and wholesale food distribution.

Professional Biography

Career Experience

COMPANY	ROLE	LOCATION	DATES
Areté Partners	Managing Director	Atlanta, GA	Current
KPMG Deal Advisory and Strategy – Restructuring	Managing Director / C&R T&R Practice Leader	Atlanta, GA	2020 – 2024

COMPANY	ROLE	LOCATION	DATES
Conway MacKenzie/Riveron	Senior Managing Director / C&R Practice Leader	Atlanta, GA	2015 – 2020
Morris Anderson & Associates	Managing Director / Executive VP Business Development	Atlanta, GA	2008 – 2011

Private Equity C-Suite / Board of Directors Experience

- Summit Industries – CEO (Private)
- Cosmetic Specialty International – CEO (Asparron Capital)
- Cosmetic Specialty International – Director (Asparron Capital)
- Niner Wine Estates – President/Director (Windriver Associates)
- Doptics Medical Products – Director (Windriver Associates)
- Childcare Education Institute – CEO/Chairman (Windriver Associates)
- Directory Net, LLC – CEO/Chairman (Windriver Associates)
- School Specialty, Inc – President/Director/Key Acct./Intl (NYSE)
- abc School Supply – CCO/President/Director (Windriver Associates)

Corporate Experience

- Frito-Lay Company
- Pepsi Cola Company
- Procter & Gamble Food Products

Select Interim Management / Turnaround Advisory Experience

- Drivesol (Sweden) – Financial Advisor
- Wallace Hardware (Private) – Financial Advisor
- Cosmolab (PEG) – Interim CEO
- Cosmetic Specialties International (PEG) – Interim CEO
- Virginia Candle Company/Wood Wick Candles (PEG) – Interim CEO
- Hatchett Hospitality (Private) – Financial Advisor
- BMW Wholesale (Private) – Financial Advisor
- Leisure Bay Spas (Private) – Financial Advisor
- Recreational Warehouse (Private) – Financial Advisor
- King Kutter (Private) – Financial Advisor
- Southern Steel (Private) – Financial Advisor to Senior Lenders
- Harley Davidson/TN Franchise (Private) – Financial Advisor to Senior Lenders
- Blue Star Foods (Private) – Chief Restructuring Officer
- Southern Staircase (PEG) – Financial Advisor to Board of Directors/Interim CEO

- Diamond Crystal Brands (PEG) – Financial Advisor/Chief Restructuring Officer
- UMA Enterprises (PEG) – Financial Advisor
- Sweet Harvest Foods (PEG) – Financial Advisor
- Corsicana Mattress Company (PEG) – Financial Advisor
- Ronile Rug Company – Financial Advisor
- Mudpie (Private) – Chief Restructuring Officer
- Cincinnati Christian College (Private) – Financial Advisor
- Wynit Distribution (Private) – Chief Restructuring Officer
- Angelica (PEG) – Financial Advisor
- Product Quest (PEG/Lenders) – Interim CEO
- Tax Defense Network (PEG) – Interim CEO
- Zaxby's Franchisee (PEG) – Financial Advisor to Senior Lenders
- America Greetings/Papyrus (PEG) – Financial Advisor to Board of Directors
- First Source LLC (PEG) – Financial Advisor to Senior Lenders
- Boulder Snacks (PEG) – Financial Advisor
- Suntree LLC (PEG) – Chief Restructuring Officer
- Strack and Van Til Supermarkets – Financial Advisor/Chief Restructuring Officer
- Trademark Global (PEG) – Financial Advisor to Senior Lender
- Coveris (PEG) – Financial Advisor
- Gibson Guitar Company (Private/PEG) – Interim CMO
- VSA Partners (PEG) – Chief Restructuring Officer
- Doerfer (Private) – Financial Advisor
- RSC Brands (Private) – Financial Advisor
- Votaw Aerospace (PEG) – Financial Advisor M&A
- Kids 2 (Private) – Financial Advisor to Senior Lenders
- Dicarina Food Distribution (Panama - Private) – Financial Advisor
- Randall Foods (PEG) – Financial Advisor to Board of Directors
- Hyperice (Private) – Financial Advisor to Board of Directors
- Hyperice (Private) – Chief Restructuring Officer
- Lidl Supermarkets US (Private/Corporate) – Chief Transformation Officer
- Burt's Bees (Corporate) – Financial Advisor
- Barnes and Nobles Education Group (Corporate) – Financial Advisor to Board of Directors

Education / Certifications

- University of Tennessee Knoxville – Knoxville, TN — BS, Communication with Honors; Advertising Major, Accounting Minor
- TMA Atlanta Board Member 2018–2020