

Edwin Grepfels Partner



Select Executive Experience

**SSI Schäfer Plastics NA LLC
(2023-2024)**
Managing Director

WEIMA America Inc. (2006-2022)
Chief Financial Officer

HYPOXI USA Inc. (2010-2015)
Managing Director

**Shadow Tracking Security GmbH
(2005-2006)**
Owner

**A.S. Advanced Service Group GmbH
(2002-2005)**
Chief Financial Officer

Braint Trust AG, Munich (2003-2005)
President

**Advanced Sicherheits- und Servicedienste
GmbH Munich (2003-2005)**
Chief Financial Officer

IMM GmbH & Co. KG, Munich (1998-2002)
Controller

Alpine Water Purification Inc. (1993-1995)
Managing Partner

Core Competencies

Turnaround Management

Restructuring

Strategic Planning

Franchising

Mergers & Acquisitions

Financial Proficiency in US-GAAP, HGB & IFRS, Software Implementation, Human Resources & US Benefits Management, Audit & Compliance, Process Optimization, and Effective Operations Management

Fluent in German, English, Spanish & Romanian, Proficient in French

Executive Profile

Edwin is a Partner on the Southeast team of SeatonHill. Mr. Grepfels is a global executive finance leader who specializes in market entry and expansion in the US, Latin America and Europe. He has a proven track record of profit optimization through restructuring and leadership development, with extensive expertise in private equity and M&A. Edwin is also known for driving business growth and financial turnaround in diverse industries, including manufacturing, logistics, warehousing, and technology.

Industry Experience

Private Equity Plastics Industry

Manufacturing Health & Fitness

Logistics Franchising

Warehousing EV Battery Manufacturing

Technology Consulting

Recycling

Construction

Water Treatment

Education & Certifications

Masters in International Business
BAA Munich, Germany



Our partners have deep experience across multiple industries, and can quickly integrate into your organization to provide the insights you need to succeed in today's marketplace.

Edwin Grepfels
Partner



Key Experience

Global Operating Group in Automation and Warehouse Logistics:

Edwin began as CFO for an M&A project and was quickly promoted to CEO/Managing Director. He led the carve-out of the Plastics division, preparing it for sale to the Private Equity market. The US Plastics division encompassed manufacturing plants in North Carolina, California, and Mexico, with over 500 employees. Edwin managed the entire carve-out process, including operational separation, asset segregation, and the establishment of new independent departments (Finance, IT, HR), which were previously centralized within the group. Simultaneously, he restructured the company by implementing sales optimization strategies, product enhancements, and cost reduction measures. He also worked closely with Group Auditors and Private Equity firms in Germany and the US to oversee the carve-out audit and develop the company's Confidential Information Memorandum (CIM).

German Manufacturer for Industrial Machinery: Edwin was appointed by shareholders to implement a strategic turnaround plan for the US subsidiary of this manufacturing company, which had plants in Germany, the US, and China. He successfully completed the turnaround phase as Interim Manager, leading to a promotion to CFO. Edwin achieved outstanding results, including doubling net profits, increasing equity from -28% to over 35%, and delivering a high ROI on shareholder dividends. These achievements were driven by innovative business strategies, process optimization, refinancing, real estate acquisitions, and tax-efficient structures. Additionally, Edwin led the transition to new CRM and ERP systems, significantly improving forecasting, risk management reporting, cash flow management, and inventory control.

Austrian Manufacturer of Medical Devices: Edwin was the Owner of this medical device manufacturer for the health, beauty, and professional sports industries. After the implementation of 4 HYPOXI Studios in the US, the company purchased the rights for the USA and Canada from HYPOXI Austria. Edwin developed and modified the European business model into a US-compliant Franchise System and registered it in the US. The business model consisted of 3 enterprises that were profitably sold in 2014 to an Australian publicly traded Equity Group, and WEIMA Germany shareholders were investors in this business venture.

Holding Group: Edwin served as CFO for this holding group of 15 companies in the security and cybersecurity industries. He was responsible for the group finances, audits, controlling, and all mergers and acquisitions. Edwin performed due diligence on the companies acquired and negotiated and executed takeovers and reorganizations. He also had various operative positions in two of the companies.

Acquisition and Transformation of Bayern Security GmbH: Edwin served as President and acquired Bayern Security GmbH from Bayerische Landesbank and transformed it into Brain Trust AG (a think tank and security service provider for the banking industry in Munich). He managed a diverse Board of Directors, which was comprised of bank representatives, to address industry-specific needs. Edwin successfully tripled sales revenues and net profits.

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