

Michael Feurer

Senior Advisor



Education & Certification

- Bachelor's Degree, University of Kansas

Michael Feurer has served as a CEO, President & Director level executive adept at envisioning business transformation. He has completed multiple successful financings, re-financings, acquisitions, investment and exit undertakings and has significant experience working with distressed businesses. Michael has functional expertise in strategy, branding, merchandising, marketing, technology and digital, digital, real estate, product development, private label, licensing, sourcing and production, planning and allocation

From 2014 to 2020, Michael served as the CEO & Director of Trans World Entertainment, an omni-channel specialty retailer of entertainment products. Under Michael's direct leadership, FYE's multiple new business categories grew to generate 65% of sales from effectively 10% at initiation. Michael led the redesign of stores with a lean footprint to reflect contemporary mall traffic and position future expansion. Additionally, he directed and delivered a highly complex bankruptcy avoidance strategy and originated the strategic acquisition of etailz (Kaspien KSPN), a complete digital marketplace platform and growth partner of software services for brands, distributors and manufacturers on the Amazon 3P platform.

Prior to Trans World, Michael served as the CEO and President of Vanity Inc, a multi-channel specialty apparel, accessories and shoe retail chain targeting

millennial women. Michael led consistent high single or double digit improvements in key metrics including Net Gross Margin, Average Dollar Sales, Customer Value and Sales per Labor Hour. He also spearheaded a professionalization of the organization through hiring of critical leadership team members

Michael previously served as the Senior Vice President of Merchandising and Merchandising Operations at Coldwater Creek, a multi-channel women's apparel retailer. During his tenure at Coldwater Creek, Michael was instrumental in growing the multi-channel business from \$300 million to \$1.2 billion and retail store growth from 15 to over 400 locations

Michael began his career at GAP Inc, and served in various leadership roles in the high growth International Division, including Japan, Europe and Canada expansions.

Michael received a Bachelor's degree from the University of Kansas



Contact Information

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