

## Paul Reiner

Paul Reiner is a leader of Deloitte Consulting's Retail Strategy practice. For the past 25 years, Paul has worked extensively with Retailers on optimizing their businesses including:

- Growth strategy into new channels, categories & geographies via organic, alliances and acquisitions
- Organizational design and integration of complex business units with multiple go-to-market channels
- Merchandising, ecommerce and store operations improvement
- Omnichannel customer experience and optimizing marketing across channels and businesses

Paul has served a variety of retailers including leading mass retailers, department stores, specialty retailers, vertically integrated brands, eCommerce pure plays, marketplaces and direct selling businesses, as well as the brands that serve retailers.

Prior to Deloitte, Paul spent a decade as a corporate executive in global Retail and Consumer Products companies, leading Strategy and M&A functions at PepsiCo, Mattel and Guitar Center. During the first decade of his career, Paul was a Business Law Partner at Arnold & Porter, a large law firm, structuring and negotiating acquisitions, alliances, financings and license agreements.

Paul volunteers in the community, including having served as a Board Member of Junior Achievement, Junior Board Sponsor of Growing Great and volunteer with Posse. Paul is a Chartered Financial Analyst (C.F.A.) and earned a J.D. from New York University and a B.S.in Finance from Indiana University.