



Dan Dietz

Classic Brands
CBO

As a young entrepreneur Dan started Olejo.com, an internet business in 2008 that sold mattresses and home furnishings direct to consumer. After Olejo was acquired by the Mattress Firm in 2013 Dan ran the digital efforts at there, as the VP of Digital, from 2013-2016. During that time he grew the digital business immensely and participated in completing 14+ acquisitions. Mattress Firm grew from 1500 to 3600 stores, and grew sales for the enterprise to \$3 billion +.

In 2016 Dan was part of the leadership team that took the Mattress Firm business private. After Mattress Firm RM Holding Corp. (MFRM) Dan moved to Classic to join the executive management team in 2016. In his role as CBO (Chief Business Officer) Dan participated in the process of selling part of the business to A&M Capital Opportunities in 2017. During his tenure at Classic sales have grown by 50% YOY for the last three years, and grown bottom line faster than top line.