

Craig Mitchell joins DCA Partners

Region's top merchant bank adds investment banking & private equity talent

Roseville, CA – DCA Partners, LLC (“DCA”), the region’s leading investment banking and private equity firm, announced today that Craig Mitchell has joined the firm as a Director. In this role, Mr. Mitchell will further enhance DCA’s ability to provide world-class merger and acquisition advisory services and make top-tier private equity investments.

Mr. Mitchell brings 20 years of finance, accounting, consulting and investment banking experience across a broad spectrum of industries, and has assisted companies with over 40 transactions ranging in size from \$1 million to over \$5 billion.

“Craig’s deep transaction experience and financial expertise will further elevate the capabilities of our platform,” says DCA Managing Partner, Curt Rocca. “We are excited to add another high-caliber investment professional that will add significant value to our clients and our investment portfolio.”

Mr. Mitchell’s investment banking background includes work in mergers and acquisitions at *Wachovia Securities* and debt capital markets at *Banc of America Securities*. Most recently, Mr. Mitchell was a Director at *LP Capital Advisors*, where he advised some of the top institutional investors in the United States.

“I feel fortunate to have the opportunity to join the talented team at DCA,” says Mitchell. “It is unusual to find such a high-caliber team outside of major markets like New York, Chicago or San Francisco,” Mitchell continued. “I look forward to putting my skills to work helping regional business owners maximize the value of their businesses.”

In addition to extensive finance and M&A experience, Mr. Mitchell also understands the challenges faced by growing, privately-held companies, having owned and operated several businesses, as well as having worked at high-growth retail/restaurant chains *Lids* and *Noodles & Co.*, and start-up software company *TargetSmart*. Mr. Mitchell started his career in Sacramento at Ernst & Young, where he became a Certified Public Accountant. He earned his Bachelor of Science in Business Administration from the University of California, Berkeley and his Masters in Business Administration from the University of North Carolina, Chapel Hill.

Craig can be reached at (916) 960-5338 or cmitchell@dcapartners.com.



About DCA Partners, LLC

DCA Partners, LLC is one of Northern California's premier M&A and financial advisory firms serving growth-oriented private and public companies throughout the western U.S. Unlike traditional investment banks, DCA not only assists client companies in completing transactions and financings, but also provides strategic and operational consulting services to ensure that the company is taking the right steps to maximize shareholder value. The Company is widely regarded as the region's most respected source for merger and acquisition advisory services as well as Private Equity capital.

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