



BROAD OAK ADVISORS, LLC



**Kristin A. Braddock**  
**Partner**  
**Broad Oak Advisors, LLC,**

Kristin A. Braddock has over 23 years of experience in merchant banking and the fashion and food retail merchandising industries. Ms. Braddock helps to create and develop inspired, forward-thinking business strategies that fully embrace the client's vision, mission, and core values. Most recently, Kris co-founded and was vice president and general merchandise manager for Really Cool Foods, LLC ([www.reallycoolfoods.com](http://www.reallycoolfoods.com)), an \$18 million organic and natural food boutique in Manhattan. During the late 1990's, Ms. Braddock was in charge of due diligence research for Orama Partners, a New York-based private equity firm specializing in medical device technologies. Earlier in her career, Kris graduated from Macy's Executive Training Program where she went on to develop a \$30 million designer coat department at six stores in New York. She was also a marketing and sales executive for Ressler Enterprises in New York, responsible for merchandising \$40 million of wholesale designer coat lines to major department stores throughout the U.S. for Evan Picone, Sanyo and Bill Blass. Ms. Braddock was awarded a Bachelor of Arts degree in Economics concentrating in labor relations and organization from Harvard University (1985), qualified for the U.S. Olympic swimming trials in 1980, and was a member of the Harvard swimming team. She is in the process of obtaining a Series 7 Financial Industry Regulatory Authority registration and is an independent contractor with PIN Financial, LLC, a Manhattan-based investment banking boutique and FINRA member firm. Ms. Braddock is an accomplished equestrian and cook.