

Holly Huels
Managing Partner
Holleway Capital Partners LLC

BIOGRAPHY

Holleway Capital Partners is a St. Louis-based private equity firm, providing financing to business owners who want to sell their company and transition to retirement; aligning with management to continue to operate and grow the business. Holleway focuses on investments in manufacturing and distribution companies with \$10 to \$100 million in sales located in the Greater Midwest and Southern regions of the United States.

After 22-years with another PE fund, Ms. Huels co-founded Holleway and launched as a licensed SBIC with its first investment in 2018. During her career she has been involved in every aspect of fund formation, documentation, reporting, investing, board oversight, and harvesting of PE investments. She has broad experience in negotiating and structuring complex investments and working with lower-middle market management teams to grow their businesses. Ms. Huels is instrumental in sourcing new investment opportunities as well as the execution of the investment model and strategy utilized by Holleway.

Ms. Huels is the current and first woman President of the St. Louis Chapter of the Association of Corporate Growth. She was the first woman Chairperson of the National Association of Small Business Investment Companies (NASBIC), now called Small Business Investors Alliance (SBIA), an industry trade association for private equity firms investing in the lower middle market. She is also involved with other charitable and industry organizations.

Ms. Huels has an MBA from Washington University, St. Louis, Missouri; a BSBA – Accounting from Drake University, Des Moines, Iowa. Ms. Huels is a Certified Public Accountant (inactive).