



2000 DISTINGUISHED ALUMNUS

LLOYD GREIF '84

PRESIDENT AND CEO OF GREIF & CO.

In its annual rankings of the nation's top business school entrepreneur programs, *Success* magazine named the Lloyd Greif Center for Entrepreneurial Studies at USC's Marshall School of Business number one in the nation. Founded through a generous gift of \$5 million from Lloyd Greif (a graduate of Marshall School 1979 and Loyola Law School 1984), the Greif Center emphasizes the critical role of the entrepreneur in the American economy, providing the entrepreneurs of tomorrow with the tools and inspiration to fuel their future success.

As perhaps LA's best-known and most successful investment banker, Greif has completed a broad spectrum of transactions, from cross-border mergers and acquisitions to initial public offerings, private placement financings and leveraged buyouts. Perceiving the need for a top-notch investment banking firm to serve the corporate finance needs of entrepreneurially owned and operated middle market and emerging growth companies, he launched Greif & Co. in 1992. In just eight short years, Greif has built his firm into the leading purveyor of merger and acquisition advisory services to medium-sized businesses based in the Western United States.

Greif has engineered such notable recent transactions as the \$500-million sale of Data Transmission Network Corporation, the \$240-million acquisition of Jon Douglas Real Estate Services Group, the \$250-million purchase of Rose Hills Mortuary and Cemetery, the \$210-million sale of Bumble Bee Seafoods and the \$70-million acquisition of Mrs. Gooch's Natural Food Markets.

Prior to forming his own company, Greif was vice chairman and head of investment banking for Sutro & Co. During his decade-long stint at Sutro, he launched LA Gear and Smart & Final as public companies and financed the \$136-million leveraged buyout that created the modern-day Pinkerton's. When elected vice chairman at the age of 34, Greif was the youngest person to hold that position in Sutro's 140-year history. Greif has been a member of both the Management Committee and Leadership Council of the New Los Angeles Marketing Partnership formed by Los Angeles Mayor Richard Riordan, a member of Loyola Law School's Board of Visitors, chairman of the Greif Center's Advisory Council, and vice chairman of the Board of the Los Angeles Area Council, Boy Scouts of America.

Married and the father of three children, Greif met his wife, Renée (Loyola Law School 1984), while attending the Evening Division at Loyola. As Evening Student Bar Association president, Greif launched the Evening SBA Scholastic Student Award Fund.

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The year 2000 recipients are Loyola Law School graduates who have distinguished themselves in the fields of finance, entertainment and banking.