

LOS ANGELES BUSINESS JOURNAL  
*presents*

# THE LOS ANGELES

JULY 2017

# 500

THE MOST INFLUENTIAL  
PEOPLE IN LOS ANGELES



## MONEY PLAYERS

### LLOYD GREIF

Chief Executive  
Greif & Co.



Lloyd Greif founded Greif & Co. in 1992 after a successful decade-long turn as vice chairman of Sutro & Co. Inc., the oldest investment banking firm in the West, where he was head of the investment banking division. Previously, he was a management consultant with Touche Ross & Co. Greif has degrees in economics, entrepreneurship, and law. He endowed the Lloyd Greif Center for Entrepreneurial Studies at USC's Marshall School of Business in 1997. He is past chairman of the Business Tax Advisory Committee, appointed by Mayor Eric Garcetti and the Los Angeles City Council. He has served as chairman of the boards of the Los Angeles Economic Development Corp. and the Los Angeles Police Foundation. He is on the board of the California Chamber of Commerce and is a member of the Board of Leaders of the USC Marshall School of Business, a member of both YPO and World Presidents' Organization, and of the board of Loyola Law School.

**ENJOY MOST** Matching wits with the person sitting across the table from me. There is nothing more gratifying, intellectually stimulating, and emotionally challenging as deal-making and coming through for your client.

**TOUGHEST CHALLENGE** I launched Greif & Co. in 1992 at age 36 during the worst recession to hit California since the Great Depression, and I didn't do it with other people's money.

**PROUDEST MOMENT** Endowing the Lloyd Greif Center for Entrepreneurial Studies at USC's Marshall School of Business 20 years ago, at age 42, and just five years after I launched my own entrepreneurial venture.

**BEST ADVICE** There are no shortcuts. I know of no other way to succeed than through hard work, determination, and perseverance.

**BEVERAGE** Iced green tea and Knockando or Clynelish single malt scotch whiskey, not necessarily in that order.

**CAR YOU DRIVE** Maserati Granturismo.

**MOST EXCITED** The pace of technological change keeps accelerating.

**FUN FACT** I own the largest collection of vintage photography by Hollywood glamour photographer George Hurrell and the largest collection of vintage comic art by Will Eisner, the father of the graphic novel.

**BUCKET LIST** Visiting Auschwitz, where my father was imprisoned.

**HOBBY/PASSION** Hunting and art collecting, ranging from impressionist to art deco.

### DAVID FELMAN

Managing Director  
Greif & Co.



David Felman has more than 15 years of investment banking and financial services experience. He has advised on more than \$75 billion of transactions across a broad spectrum of industries, including consumer and retail, energy, financial and business services, health care, gaming and lodging, industrials, media, real estate, and technology. Prior to joining Greif & Co., he co-founded and ran Cardinal Advisors, a boutique investment banking firm. He was previously with Moelis & Co., where he was a member of the founding team and a senior member of the Mergers & Acquisitions group. Felman began his career in the investment banking division of Morgan Stanley, and has prior experience at UBS, the Stanford Management Co., the White House Council of Economic Advisers, and Goldman Sachs. Felman is treasurer and a board member of Jewish Family Service of Los Angeles.