

BANKING & FINANCE



LEADERS IN BANKING AND FINANCE

The visionaries profiled in this section were all nominated by their colleagues and peers and selected by our B2B Publishing stakeholders.

Here we recognize professionals within the commercial banking, investment banking, asset/investment management, lending, and private equity sectors as well as service

executives across the legal, accounting, and insurance sectors, who work alongside the banking and finance industries.

We hope you enjoy learning about some of their backgrounds, skill sets and remarkable accomplishments and how they've propelled their organizations, their clients and our community at large towards success.



Lloyd Greif

President & CEO

Greif & Co.
Investment Banking

Lloyd Greif is founder, president & CEO of Greif & Co., a middle-market investment bank that engineers merger & acquisition transactions between \$50 million and \$2 billion in enterprise value, as well as equity and debt financings in excess of \$10 million, exclusively for entrepreneurially owned and operated growth companies.

Last November marked Greif's 40th anniversary in the field and this April marks the 30th anniversary of the investment bank he founded and leads, Greif & Co. A zealot for his clients, Greif is always putting their best interests first, steadfastly avoiding conflicts of interest and going the extra mile for them. Greif is also renowned for getting tough, extremely complex deals done no matter the obstacles. A proven successful economic cycle rider, he founded his eponymous firm during the recession of the early 1990s and has persevered through three other economic downturns.



Brady Money

Managing Director

Greif & Co.
Investment Banking

Brady Money brings nearly 17 years of diversified financial experience in the areas of financial services and middle-market investment banking. Money began his career as an analyst with Greif & Co. and has steadily promoted through the ranks to managing director where he has been involved with dozens of entrepreneurial clients. He works with clients on both merger & acquisition transactions and capital raising as well as new deal origination.

Money's experience at Greif & Co. involves a wide array of industries including manufacturing, aerospace & defense, consumer products & retail, and business services. He has, and continues to be, intimately involved in all aspects of investment banking deals, from due diligence, positioning, marketing and negotiating the most value-enhancing transactions for his clients. One of his recent transactions was the sale of Lugano Diamonds & Jewelry, Inc., a branded luxury jewelry company, to Compass Diversified, a private equity firm.