



Chris Homeister

Managing Partner
Keystone Capital Group, LLC

Chris Homeister serves as Managing Partner for Keystone Capital Group, LLC, a private equity firm that focuses on providing human and financial capital to small and middle market companies. Homeister also serves as the Consumer Operating Partner for LongueVue Capital Partners.

Previously, Homeister served as executive vice president and chief merchandising officer for GameStop. Homeister led the overall product assortment and strategy, supply chain and transportation, visual merchandising, pricing, forecasting, demand planning, private label & licensing, financial services, vendor relations, sourcing, refurbishment operations, and all e-commerce functions.

During his tenure, Homeister instilled a “customer-first” mindset in all facets of the business, identified and developed new product categories, and implemented significant technology and process changes. A new mobile app and completely new website were designed and executed, leading the e-commerce business to rise to 34% of sales up from low single-digits at the beginning of his tenure.

Prior to joining GameStop, Homeister served as chief executive officer, president, and a member of the board of directors of The Tile Shop, a publicly traded specialty home improvement retailer, where he doubled the size of the company in terms of revenue, employees, and store count and increased EBITDA more than four-fold, leading to a \$1B+ valuation.

Earlier in his career, Homeister held several senior roles at Best Buy, including senior vice president of Merchandising & Strategic Planning and general manager and senior vice president of their Entertainment Business Group, a \$6B business where he oversaw a wide array of product categories including the video game category.

Prior to Best Buy, Homeister was the vice president of product development at Gateway, Inc. where he was part of the management team that grew the company from \$400M to \$10B over 8 years.

Homeister began his career at Amoco Oil Company in Chicago holding a variety of finance and product marketing roles.

Homeister is originally from Eastern Iowa and is a graduate of The University of Iowa, holding a Bachelor of Business Administration degree, majoring in finance. Homeister also holds an MBA degree from The University of Notre Dame.