



## Chris Homeister

Managing Partner  
Keystone Capital Group

Chris Homeister serves as the Managing Partner for Keystone Capital Group, LLC, a private equity firm that focuses on providing capital to small and middle market companies. Homeister also serves as a Partner with LongueVue Capital where he co-leads the consumer practice and works closely with management teams to drive long-term value via strategic and operational initiatives.

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 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 over 30% 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 significantly increased the size of the company in terms of revenue, employees, and store count resulting in 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.

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 to \$10B over 8 years.

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