

COUNTERPARTS A D V I S O R Y

About the Founder



Counterparts Advisory was formed by Founding Principal Mitchell Lewis to provide business development expertise and access for brands to internationally expand beyond their markets of origin.

For each project, Lewis strategically assembles a team from his extensive network of business development and global brand experts to help execute expansion plans and meet clients' objectives. **Counterparts Advisory's** mission is simple – to preserve core brand integrity while successfully expanding in international target markets.

Lewis is a global franchise veteran with a long history of developing expansion models from direct franchising to master licensing. His years of global business expansion give him the advantage of acutely understanding brand awareness, acceptance and engagement. He knows that companies face challenges operating in a new country and has the experience and team to create – and execute – an expansion plan that is efficient and sustainable, while preserving the companies' core business model.

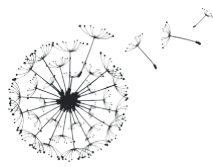
Most recently, Lewis served as managing director of Europe, the Middle East and Africa (EMEA) for Berkshire Hathaway's property group, Berkshire Hathaway HomeServices, overseeing the brand's development and operations throughout EMEA.

His vast international business development and strategic operations experience first started at Cendant Corporation, where he managed the global expansion for Century 21, Coldwell Banker, Coldwell Banker Commercial and ERA. Later, at Realogy Corporation, he continued to grow the global presence for the same brokerage networks, as well as Sotheby's International Realty.

He also served as managing director of Asia Pacific for Christie's International Real Estate, where he established the network's operational presence and helped lead the brand's global development.

Professional Milestones:

- **Managing Director, EMEA, Berkshire Hathaway HomeServices** - Led the international development and operations throughout Europe, the Middle East and Africa. Successfully established the brand's first non-United States presence then helped expand the brand to numerous key markets across the EMEA region.
- **Managing Director, Asia Pacific, Christie's PLC, Christie's International Real Estate** - Spearheaded the development of Christie's International Real Estate in Asia Pacific and helped direct the global expansion of the brand – this included a seat on the Executive Management Board, which provided global development direction to the brand.



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- **Senior Executive Roles at Realogy Corporation, the world's largest real estate franchisor** - Held various senior executive roles linked to the integration of Sotheby's International Realty following Realogy Corporation's acquisition of its global development rights (beginning in 2004) – this included oversight of the transition of over 100 EMEA located offices to Realogy management.
- **Brand Presence Re-establishment, Sotheby's International Realty** - Specifically led the re-establishment of the Sotheby's International Realty network in both the European and Asia Pacific markets.
- **Operational Efficiency, Sotheby's International Realty** - Held senior executive roles overseeing the international operations and service support for Sotheby's International Realty worldwide – this included significantly re-structuring the brand's onboarding process and compliance measures.
- **Global Network Growth, Century 21, Coldwell Banker, Coldwell Banker Commercial, ERA** - Spearheaded the international development and expansion of Realogy Corporation's initial four real estate brands: Century 21, Coldwell Banker, Coldwell Banker Commercial and ERA – this led to 65 master license agreements established globally over seven years.
- **Rapid International Development, Realogy Corporation** - Founding member of the international development team of Realogy Corporation. This role evolved into a 14-year career with the company during its very dynamic and fast-paced growth years, beginning with the conglomerate's predecessor, HFS Incorporated.

Core Competencies:

- Extensive experience improving operating results and global presence of underperforming brands.
- Continuous focus on geo-political events, macro-economic conditions and consumer and social trends.
- Vast network of contacts across the globe, from senior level executives of large conglomerates/multi-nationals to accomplished entrepreneurs.
- In-country support for client assignments through established contacts with influential and experienced associates abroad.
- Long-time leader who has held numerous senior executive positions since the late 1990s. These roles focused on brand development in international markets with specific focus throughout Asia Pacific and EMEA.
- Keen understanding of the relationship among franchise revenue opportunities, service/support cost considerations and franchise/license system implementation.
- Comprehensive understanding of international business customs and practices, and multi-lingual (fluent in Spanish and conversant in German and French; native language is English). Lived, worked and traveled extensively throughout Asia, Latin America and Europe.