



Craig H. Misrach · 2nd

CEO, Founder, Board Member

San Diego, California · 500+ connections · [Contact info](#)

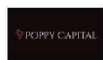


Poppy Capital



University of Virginia
Darden Graduate School

Experience



Managing Director

Poppy Capital

Oct 2018 – Present · 1 yr 10 mos
Greater San Diego

Poppy Capital is a special purpose investment fund (private) focused on the acquisition of growth-stage businesses generating ~\$10M-\$40M revenue and ~\$2M-\$7M EBITDA. Poppy Capital maintains an industry and geographically agnostic focus with a preference toward services-based businesses.

Poppy Capital has financial backing from 14 different investors, the majority including institutional private equity funds and family offices. For more information, visit us at <http://poppy-capital.com/team/>



Poppy Capital RED.pdf



President, Board Member

UpLyft™

Apr 2018 – Present · 2 yrs 4 mos
San Diego, California

UpLyft™ is the first FDA-compliant Self Transfer System ("STS") from bed to wheelchair for

people with limited mobility. In 1 minute, a person can self-transfer him/herself with UpLyft™ from a horizontal lying down position in bed into their wheelchair.

Check us out at <https://myuplyft.com/>.

Founder & CEO

Ampla Holdings

Mar 2018 – Present · 2 yrs 5 mos

San Diego, California

Ampla Holdings is an operational management company that provides C-suite executive leadership, Board of Director's oversight (e.g. Aculief, UpLyft), and business advisory services.



Board of Directors Member

Aculief, Inc

Apr 2016 – Present · 4 yrs 4 mos

Carlsbad, CA

Aculief is the only Wearable Acupressure® for active lifestyles on the market today and has effectively created the Wearable Acupressure™ product category that is estimated to total \$30 billion in 2020. Aculief is patent-protected wearable acupressure (between thumb and index finger - the LI4 Acupressure Point) designed to wear anytime and provide all-natura ...[see mor](#)

Investment Advisor



AB Bernstein

Sep 2015 – Mar 2018 · 2 yrs 7 mos

San Diego, California

Advised CEO's, executive teams and business owners in managing their business and maximizing their after-tax wealth. Work was performed around M&A activity. I also was responsible for sourcing deals and raising capital for Bernstein's private equity investment funds (AUM's ~\$1B-\$7B per fund and ~\$30M-\$70M per transaction).

Show 4 more experiences 

Education



University of Virginia - Darden Graduate School of Business Administration

MBA, Entrepreneurship, Venture Capital, & General Management

2004 – 2006

Activities and Societies: _ Entrepreneurship & Venture Capital Club - Vice President Real Estate Club Charlottesville Venture Group



Indiana University - Kelley School of Business

Bachelors in Science, Accounting & Finance

1995 – 1999

Activities and Societies: Assistant Coach - IU Women's Tennis Team ('96-98). 1998 Big Ten Champions!

Licenses & Certifications



Certified Public Accountant (C.P.A) - State of California

California Board of Accountancy

Issued Nov 1999 · No Expiration Date

Credential ID 82136

[See credential](#)

Volunteer Experience



Board of Directors, Investment Committee Member

Jewish Community Foundation San Diego

May 2016 – Present · 4 yrs 3 mos

As a 50+ year trusted expert resource for philanthropy, the Jewish Community Foundation of San Diego (JCFSD) engages and inspires generations of givers by promoting philanthropy via

meaningful partnerships to achieve charitable goals and increase support for a vibrant and secure Jewish and general community in San Diego and Israel. As a Board of Directors Member and Investment Committee Member at JCFSD, I help advise the Foundation relating to \$500M+ in assets included in both Endowment and associated investment pools. In 2018, JCFSD awarded and facilitated over \$100M in grants to 3rd parties.



Member, Forum Moderator ('17-'18)

Entrepreneurs' Organization
Sep 2015 – Present • 4 yrs 11 mos
Education

The Entrepreneurs' Organization (EO) is a global, peer-to-peer network of more than 12,000+ influential business owners with 163 chapters in 52 countries. Founded in 1987, EO is the catalyst that enables leading entrepreneurs to learn and grow, leading to greater success in business and beyond. I was unanimously elected by my peers as Forum Moderator for a one year term that commenced April 1, 2017.



Business Advisor & Finance Mentor

San Diego Sport Innovators (SDSI)
Oct 2014 – Present • 5 yrs 10 mos
Science and Technology

San Diego Sport Innovators (SDSI) is a business 501(c)(3) not-for-profit development organization focused on having San Diego be THE home of the Sport and Active Lifestyle (SAL) Industry. At SDSI, I help Founders & CEO's optimize their operating, financing, and commercialization strategies so they can most effectively grow their businesses. San Diego SAL companies currently account for ~\$1.4 Billion in overall economic activity.

[Show 1 more experience](#) ▾

Skills & Endorsements

Strategy · 51



Endorsed by **Manas Kanungo MBA, MS Bioeng,**
Global Leadership and 1 other who is highly skilled at this



Endorsed by **2 of Craig H.'s colleagues at Freedom Meditech Inc.**

Management · 38



Endorsed by **2 of Craig H.'s colleagues at Freedom Meditech Inc.**



Endorsed by **7 people who know Manage**

Strategic Planning · 32

Cameron Stewart, CIC and 31 connections have given endorsements for this skill

Show more 

Recommendations

Received (0)

Given (1)

Rohan Amonkar

Senior Instrument & Control
Engineer at GPA
Engineering

September 21, 2010, Craig H.
was a client of Rohan's

Rohan is a roll your sleeves up type of employee who strive to be the best he can be. Rohan definitely added value for our organization in a variety of cross functional areas including biomedical engineering, business development, and project management. I see big things for Rohan in his future.

