



CHRISTOPHER COOK

OPERATING PARTNER

Chris is a senior executive within our Operations Group. A successful entrepreneur, Chris has deep experience applying both strategic and tactical solutions to transform businesses into industry leaders. Chris lends his expertise in sales, marketing and customer experience to drive organic growth in Bestige's consumer product and services portfolio companies.

As the founder and CEO of Sleep Experts, a chain of mattress retail stores, Chris set out to transform an industry by creating a culture of high integrity and exceptional customer service. Sleep Experts successfully competed with the largest chains in the country, doubling the industry average sales per store. They were consistently voted a "Best Place To Work", and earning a reputation as a best-in-class retailer. In 2014, they were acquired by Mattress Firm, the largest player in the space.

In 2018, Chris was appointed to the board of directors of Mattress Firm, following the company's bankruptcy and restructuring. In just three years, after reducing store count by 890, reorganizing the management team, and overhauling the strategy of the company, Mattress Firm gained significant market share, increasing revenues by 41% and EBITDA by over \$850 million.

Outside of Mattress Firm, Chris has served on boards, of both public and private companies in the retail and service industries. In addition, he invests in private equity companies where he can have a positive impact on leadership, customer service, employee culture, and marketing strategy.

He has been a member of the Young President's Organization (YPO) since 2006, where he served on the board from 2008 through 2013 with the last year as Chairman. And he currently serves on the board of CEO, a world-wide organization of distinguished leaders. Graduating from SMU with a BBA in Finance in 1991, Chris returns several times a year to guest lecture as a distinguished entrepreneur at the SMU Caruth Institute for Entrepreneurship.

Chris and his wife, Christine, are passionate about helping victims of domestic violence to find a way forward. At the Family Place in Dallas, they created a space for learning new job skills and career counseling. At Highland Park United Methodist Church, they started "Restoration Ministries" where women can get faith-based counseling critical to moving beyond an abusive situation.

Chris and Christine are the proud parents of Catherine and Christopher, and love to spend time in the mountains cycling, hiking, and skiing.