

Demos Parneros Joins Character Team as Strategic Advisor

Demos Parneros has joined the team of home improvement brand Character. An experienced and innovative e-commerce and retail leader, Demos will serve as a strategic advisor to support their retail expansion and overall business strategy.

CITYPARK INVESTMENTS

New York City, New York Dec 17, 2022 ([Issuewire.com](https://www.issuewire.com)) - [Demos Parneros](#) has joined the team of home improvement brand [Character](#). An experienced and innovative e-commerce and retail leader, Demos will serve as a strategic advisor to support their retail expansion and overall business strategy.

[Demos Parneros](#) is the founder of CityPark investments, a venture fund focused on investing in retail tech and consumer companies, with a focus on socially responsible businesses.

Character is a home improvement brand that produces meticulously manufactured and selected hardware tools that last a lifetime. Each project kit attends to a specific home repair need. The brand also offers advice, tips, and ideas in the form of customer support.

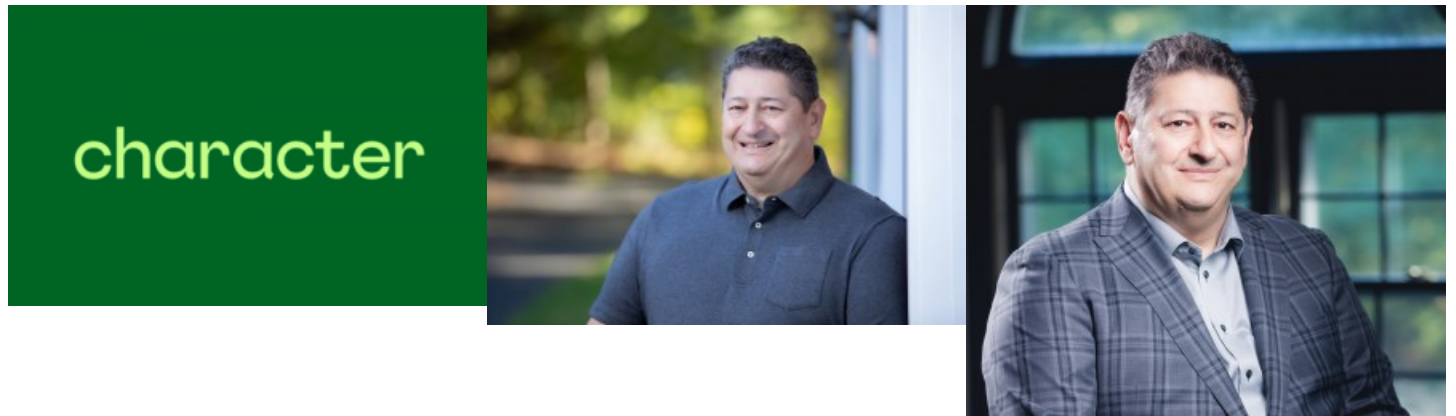
[Demos Parneros](#) stated: “I am excited to be working closely with Character co-founders Alex and Suzanna as they are on the path to becoming the most helpful home improvement brand on the planet.”

In a career that spans more than 30 years, Parneros has worked as a retail and e-commerce leader recognized for consistently driving growth and improving profitability while fostering a strong and caring customer and associate culture. Alongside his role with Character, [Demos](#) also serves as a board member in the financial advisory company Wealthramp, and the AR platform Bitreel.

About Demos Parneros

[Demos Parneros](#) is an experienced and innovative retail and e-commerce leader, helping Staples grow from a startup to a Fortune 100 company, serving as President of North American Retail and E-commerce businesses. He subsequently took on the role of CEO at Barnes & Noble, leading a focused transformation plan, which eventually led to the sale of the company. In addition to previously serving on several high-profile company boards, Demos now leads CityPark LLC, which has invested in leading-edge consumer and retail tech startups.

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Source : CityPark Investments

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