INVESTOR · FOUNDER · OPERATOR · HOST OF THE ADVANTAGE

Mike Wystrach

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Mike Wystrach is a serial founder, operator, and investor building and backing consumer-focused companies. He grew up on a ranch in southern Arizona, where his family ran their steakhouse for nearly four decades — an upbringing that shaped his belief that real businesses are built with real work. Today he co-founds **Cutting Horse**, a $75M growth-equity firm partnered with founder-led consumer brands. He founded **Freshly**, scaled it to $550M in peak annualized revenue, and sold it to **Nestlé for $1.5B**. He also co-founded **Petfolk**, hosts **The Advantage**, and is a **Fortune** contributor.

STUDIO — FULL COLOR

$1.5B	$5B+	$300M+	$75M
FRESHLY EXIT TO NESTLÉ · 2020	ENTERPRISE VALUE CREATED	RAISED FOR COMPANIES FOUNDED	CUTTING HORSE FUND I · OVERSUBSCRIBED

THE WORK · THREE RAILS

THE FUND · CO-FOUNDER

Cutting Horse

Growth capital for enduring consumer brands. $75M Fund I (oversubscribed), backing founder-led businesses across food, health, pet & consumer services — Feel Goods, SuperTeeth, BetterWild, Cassi, Ripi.

CUTTINGHORSE.COM

THE EXIT · FOUNDER

Freshly

Founded 2012. Raised $107M, scaled to 2,500 employees and 1M+ fresh meals a week across all 48 states. Acquired by Nestlé for $1.5B in October 2020.

$1.5B EXIT · NESTLÉ

OPERATING · CO-FOUNDER

Petfolk

Modern veterinary care, built with his sister Dr. Audrey Wystrach. 40+ care centers across 8 states; recognized by Newsweek as one of America's best veterinary hospitals.

PETFOLK.COM

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> "Helped create over $5 billion in enterprise value over the years and have raised more than $300 million for companies they founded."
>
> BUSINESSWIRE · FEBRUARY 2026

SPEAKING TOPICS

- Building & scaling without compromising culture
- The founder's journey — wins, losses, what matters
- Leadership in high-growth companies
- Building for acquisition vs. building for impact

AWARDS & RECOGNITION

2026	Cutting Horse closes $75M Fund I, oversubscribed · BusinessWire
2025	#2 Global Most Loved Workplace — Petfolk · Newsweek
2024	America's Most Loved Workplaces — Petfolk · Newsweek
2023	Pet Solution of the Year — Petfolk · Pet Innovation Awards
2026	Contributor · Fortune
2020	$1.5B exit to Nestlé — Freshly
2020	America's Best Startup Employers — Freshly · Forbes
2020	Technology Fast 500 — Freshly · Deloitte
2018	Entrepreneur Of The Year, Finalist · EY
multi	eTail Boston keynote — disrupting the $1.3T food industry

SELECTED WRITING & PRESS

FORTUNE · BY MIKE · JAN 2026
The real promise of AI isn't fewer jobs, it's cheaper thinking

MEDIUM · BY MIKE · JAN 2021
Bankrupt restaurant to $1.5 billion company in 7 years

MEDIUM · BY MIKE · AUG 2022
Petfolk: building the future from our past

TECHCRUNCH · OCT 2020
Nestlé acquires Freshly for up to $1.5B

THE OPERATORS PODCAST · 2025
E113 — Behind the curtain with Mike Wystrach

ENTREPRENEUR · SEP 2021
He ditched Wall Street, failed, then built a $1.5B business

FEATURED IN

Fortune · TechCrunch · Inc. · Entrepreneur · CNBC · Business North Carolina · PR Newswire

FULL PRESS KIT · BIOS · HI-RES HEADSHOTS · LOGOS

mikewystrach.com/media-kit

Media, interviews & speaking
cuttinghorse.com/contact