

## **Darien Dash Joins Board of Directors of Mikey Likes It Ice Cream, His Movement Management Advisors Retained to Reengineer Operations and Capital Structure, Raise Capital, Expand Distribution**

**NEW YORK AUGUST 13<sup>TH</sup> 2019** The Movement Management Advisors, the strategic advisory firm led by Darien Dash, today announced that The Movement Management Advisors has been retained by Mikey Likes It, the world's pop-culture inspired ice cream brand, and also that Darien Dash has joined the company's board.

Mikey Likes It Ice Cream is homemade, artisan, organic and all natural, made in small batches to preserve optimal freshness. Founded and owned by Michael "Mikey" Cole, a master at flavor and texture who has created custom ice cream flavors for notables like Hillary Clinton and Jay-Z, and garnered national coverage from leading publications including The New York Times, O, The Oprah Magazine, Essence and New York Magazine. He's also been featured on The Food Network's The Kitchen, and is a regular on CBS's hit show That Other Pregame Show. The company currently has retail stores in Harlem and the lower east side, two of New York City's most iconic districts.

The Movement Management Advisors is assisting the company through a strategic re-engineering of its operations and capital structure, arranging a round of financing to support company expansion, and the development of a strategic plan to expand its retail footprint from two to over 30 stores nationwide through franchising.



**"Darien Dash brings everything our business needs in order to grow quickly to the table," said Michael Cole, founder and owner of Mikey Likes It Ice Cream. "He has a thorough understanding of what it takes to establish a strong brand in our target market, how to finance it, and how to run it. He's as well connected as anyone I've ever met in my career to drive our expansion into all the cities that matter, giving us the national footprint, we deserve."**

"I am truly flattered that Michael has chosen our firm to work with him on the expansion of the truly Iconic Brand he has built with Mikey Likes It Ice Cream!" said Darien Dash. "Michael is an amazing curator of Flavor, Texture, and Culture as well as a special human being. It's my honor to work with him toward achieving his dream of bringing smiles across the nation and the world with the Mikey Likes It Ice Cream Experience"

### **About The Movement Management Advisors**



[Darien Dash](#) is one of the nation's most highly sought-after strategic advisors. He and his firm, The Movement Management Advisors are an active advisor to C-suite executives, government officials, hedge funds, private and commercial banks, professional athletes, entertainers, entrepreneurs, ultra high net worth investors, and multi-family offices. Described as a visionary and high-bandwidth thinker, Dash helps his clients "see around the corners" on their roads ahead, identifying high-potential opportunities, potential threats, high-value strategic partnerships, and structured financing solutions. His three decades of professional experience span a wide range of industries and is concentrated at present in strategic planning and capital markets access in the Media, Entertainment, Sports, and Cannabis industries. For more information, please visit [themovementadvisors.com](http://themovementadvisors.com).