



**STANDARD PRESS RELEASE  
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**Big Dot of Happiness**

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**Big Dot of Happiness Announces Planned CEO Transition and Successor**  
*Founder Sherri Yukel steps down and Jill Schultz transitions into the CEO role.*

**Menomonie, WI, August 31, 2022**

Big Dot of Happiness, a premier party celebration brand, announced that founder Sherri Yukel will transition out of the CEO role after leading the organization for the past 23 years. Jill Schultz, current Creative Director will transition into the CEO role, effective January 1<sup>st</sup>, 2023 as part of the company's planned succession process.



Altacrest Capital has been a key partner in helping Big Dot of Happiness achieve strategic growth objectives. Altacrest and their network of operating partners, with experience in ecommerce and brands, has been a pivotal financial partner.

“With hard work, dogged determination, and incredible creativity/talent, Sherri Yukel has grown Big Dot of Happiness from an idea over 20 years ago into an established leader in the Celebrations industry.” said Brien Davis, Partner at Altacrest Capital. “You can’t replace true visionary leaders of her quality, you look for someone who can take the baton, build world class teams and world class products, and push the company forward with the same passion and love for the brand that Sherri has shown. Altacrest couldn’t be happier that a Big Dot lifer and current creative master, Jill Schultz, will be stepping up to become the next CEO of Big Dot of Happiness! The future is bright under her leadership. We can’t wait to play a small role in helping her drive her vision for the company as Big Dot delivers on its promise to create “Goose Bump Moments” for more and more amazing families!”

“It has been my lifetime joy and pleasure leading Big Dot of Happiness to becoming the “Ultimate Celebration Destination” for our customers.” said Sherri Yukel. “From starting this business in 1999 with \$700 and a dream, to disrupting the party industry, to growing the business with over 100 employees... this journey has been filled with so many incredible moments. And I know Jill is the right leader to bring Big Dot of Happiness to the next level.”

Since starting the business in 1999, Sherri has stayed true to the mission of creating remarkable smiles for customers by delivering “quality fun” with each product sold. As Sherri sets her sights on what’s next in her journey, Jill is ready to further the organization’s long-term goals while remaining focused and dedicated to the Big Dot of Happiness culture and customer first approach.

“I’m honored and humbled to step into this role after learning from the very best. Big Dot’s success has evolved with Sherri’s life events (baby showers, graduations, and soon-to-be empty nesters), and we will continue that by listening to what our Boss, the customer, wants. I’m confident we are well positioned for growth by doing what we do best, using innovation to create products that people love. Using proven strategies, along with meaningful partnerships, we aim to bring more happiness to more people.” said newly appointed CEO Jill Schultz.



Staying true to brand, Big Dot announced the transition with this fun video:  
<https://youtu.be/DmOQ1nYYZyA>

### **About Big Dot of Happiness**

Big Dot of Happiness has a mission to create “Goose Bump Moments” by making celebrations extra special with unique and original party accessories and collections. Founded in 1999 and based in Menomonie, Wisconsin, Big Dot manufactures and sells directly to consumers unique party favors, decorations, yard signs, and other lifestyle products to uniquely celebrate and honor milestone moments in style, including birthdays, graduations, baby showers, holidays, and other special events. Big Dot’s products are original creations from its own in-house design team and are U.S. manufactured in Big Dot’s Wisconsin facility. Big Dot sells its products exclusively via eCommerce channels including [www.bigdotofhappiness.com](http://www.bigdotofhappiness.com), [Amazon.com](http://Amazon.com), [Walmart.com](http://Walmart.com), [Target.com](http://Target.com), [Etsy.com](http://Etsy.com), and others. Additional information can be found on [Facebook](#), [Pinterest](#), and [Instagram](#). Big Dot of Happiness’ address is 412 Technology Drive E, Menomonie, WI 54751.