

CAREER AT A GLANCE



Highly accomplished company president who designs and executes market growth strategies, manifesting in record revenue and profitability in consumer brand, retail and business-to-business categories. A valued member of leadership, recognized for taking on stretch assignments and exceeding aggressive targets, having been promoted steadily to lead multimillion-dollar high-profile brands. Blends strategic thinking, deep industry knowledge and big picture vision with exceptional relationship skills, creativity and charismatic interpersonal style to deliver results in key performance areas.

Speaking Personally...

Q Why are entrepreneurial skills valuable for a large corporation?
A. Only very few are successful entrepreneurs. Yet, entrepreneurial-minded people have common characteristics that make them successful; and when incorporated into an organization, will not only maximize the company's competitiveness, but enhance employee satisfaction as well. Companies do well if they (1) consciously exercise flexibility (2) encourage self-belief in each employee and (3) inspire passion and tenacity. Entrepreneurial thinking drives all of this.

Q How would you describe your leadership style?
A. As a company leader, I wake up every day and pray for the wisdom, strength and energy to make a difference, because I am acutely aware that hundreds of families rely on the effectiveness of my decisions and efforts. Also, I'm not afraid to share my vulnerabilities. It is amazing how people rally behind a leader who is sincere, genuine and humble. I focus on the needs of others, especially those who rely on me most, be they customers or employees. This is paramount in good times or bad.

Q What has been your greatest lesson learned over your career?
A. That everyone is born with an inherent sense of fairness and right or wrong. I have come to learn to use this as a guide and simply "do the right thing," even if there are undesirable short-term consequences. Because in the long run, reward will come back tenfold, whether it be in the form of profit, loyalty, respect or happiness.

Q What was your favorite assignment and why?
A. I have enjoyed all my assignments because they had one commonality: None of the roles previously existed. I have been blessed to be both an entrepreneur as well as "intrapreneur." From establishing a merchandising group to creating the apparel industry's first college-accredited educational institution; from developing a world-class retail marketing department to launching an Internet start-up; from forming my own consulting business to positioning a family business for acquisitions and mergers – creating something out of nothing has been my greatest source of professional satisfaction.

Creating Business Value



DYNAMIC RESULTS

Guided international mergers and integrated two newly acquired European brands with two existing brands for global distribution, taking combined annual revenue from \$63M to \$92M.

Created strategy to position company for two successful investor transactions that increased market share and added \$32M in annual revenue, increasing EBITDA by nearly 50%.

Led most successful launch of new product line in Tommy Hilfiger's 107-year history, resulting in first-year sales of \$20M for licensed clothing.

Developed sales team and grew total company sales to \$63M, or 3.5X in nine years.

