

Qualifications for Xxxxx Xxxxxxx, CEO

Background

Xxxxx Xxxxxxx is an industry expert with his continued success in the consumer and commercial industries. His career of nearly 40 years has brought domestic and international experience to the companies and industries he has operated, leading them to new levels of growth and revenue generation.

He brings a wide range of knowledge to executive decisions with his undergraduate degree in Mechanical Engineering from Bucknell University and an MBA in Marketing from the University of Pittsburgh. Mr. Xxxxxxx brings his technical expertise as well as a high-level perspective to all that he encounters in business. His career and success are based on the following foundation philosophies:

- Product Innovation through quality Engineering
- Industry Development integrated through Business Model Transformations
- Transformative Sales produced through Marketing Strategies

These three business philosophies have kept Mr. Xxxxxxx at the forefront of development change and executing actions to attain new levels of success.

Product Innovation through quality Engineering

Mr. Xxxxxxx values product innovation through quality design and engineering to create an advantage over the industry's competition.

When strategically aligned, this foundational approach invigorates an organization's product, process, and organizational innovation.

His educational background and decades of experience have assisted in systemizing his approach to an advantageous relationship between quality design and product innovation.

Industry Development integrated through Business Model Transformations

Mr. Xxxxxxx has executed industry development within his companies through business model transformations. The competitors are never far behind, and it is critical to be at the forefront.

It is the business model that is transformational to the business through its' interaction with various system features, often in complex ways, to determine the company's success.

Development within the industry requires a company to use digital technologies and platforms for data collection, integration, and utilization, to adapt and find growth opportunities to remain competitive.

Transformative Sales produced through Marketing Strategies

It is through Mr. Xxxxxxx's ability to see the micro and macro of the company, that he keeps his competitive advantage. As the competitor is following his innovation, he has already executed marketing strategies for new transformative sales within the industry.

It is crucial to have an agile organization that is constantly innovating, identifying and reacting to new opportunities, and evolving with the needs of the industry.

He continues to assist in his various endeavors to design and execute sales and marketing strategies, leading enterprise-focused companies while growing sales year over year.

Attributes

Mr. Xxxxxxx brings four decades of domestic and international business to each of his ventures. His attention to detail, innovative strategy, and approach to his business relationships are his priority for the overall success of his endeavor.

Key Points for Graphical Representation:

CEO, Operating Partner, or Senior Executive of the following Companies:

- Corsicana Bedding, current CEO of a leading U.S. manufacturer of value-priced and handcrafted mattresses with a revenue of \$550 million, has thirteen manufacturing facilities and services to more than 4,000 customers.
- The Riverside Company, a global private equity firm with over \$5.7 billion in assets under management.
- Sleep Innovations (currently Innocor), conducted a successful transaction of the company in 2012 that delivered significant growth and value to investors.
- American Capital guided a publicly-traded buyout and mezzanine fund with \$11 billion in assets under management and over 150 portfolio companies.

Member of the Board of Directors with the following Companies:

- Elite Sportswear (Board Chair) - Elite is a designer, manufacturer, and distributor of gymnastics, cheerleading, and swimwear apparel.
- Sunless Inc. (Board Chair) - Sunless, Inc. is the industry leader in premium UV-free tanning and related beauty products, marketed under the Mystic Tan®, Norvell®, and VersaSpa® brands.
- Health and Safety Institute (Board Chair) - HSI provides emergency care, workplace safety, health & safety services, and professional responder training and course materials.