

Brian D. Eve, MBA – A leader that builds outstanding value for all stakeholders

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Executive with deep roots in sales and marketing. Extensive experience managing and selling to the Fortune 500 Companies in all channels of distribution both domestically and internationally. Expertise from running previous companies and divisions include:

- Strategic Planning
- Sales Management
- Financial Management (P & L Responsibility)
- Marketing and Product Development
- Team Building

I Grow Profitable Business (whether it be a start-up or a very mature industry)

- 1986-96 – Grew a start-up into an *Inc. 500 company*
- 1997-2002 – Grew a very mature business \$28 mil – 52%
- 2003-2005 – Grew a declining business \$11 mil – 78%
- 2005-2010 – Grew a young company \$8 mil – 114%
- 2010 – 2013 – Grew a start-up division from zero to \$11 mil
- 2013 – 2024 – Grew a very mature business 800% in 10 years after no growth for 50 years.

Executive Value Previously Provided

Cincinnati Surgical, Cincinnati, OH - one of the longest standing manufacturers of surgical blades in the world. 2013 – Present

Vice President – Cincinnati, OH

Situation: Take a 75 year old company in a very mature industry and grow the company.

Role: Assume the running of the company's entire demand side of the business.

- Built a brand strategy across the product lines.
- Grew the revenue 800% in ten years while maintaining margins in excess of 40%.
- Reported to the CEO.

Li & Fung, Hong Kong – Multinational group recognized as the world's leader in consumer goods design, development, sourcing and distribution. Over \$20B in sales (HK Exchange: 0494). 2010 – 2013

Vice President of Sales – Cincinnati, OH

Situation: Launch new brand of stationery products for this new division.

Role: Manage worldwide sales and marketing activity for this newly acquired division of LF Products.

- Built a Brand of stationery items for retailers in North American - Gemstone.
- Reported to the General Manager of LF Products - Singapore.
- Grew sales from zero to over **\$11 million in less than 3 years.**
- Hired and managed an entire North America sales force.

Leap Year Publishing, N. Andover, MA – Market share leader of “value calendars” and sole licensee of Playskool Brand stationery in the United States. 2005 – 2010

Vice President of Sales – Cincinnati, OH

Situation: Provide Executive Level knowledge to all aspects of this young company.

Role: Managed worldwide sales and marketing activity for this privately owned, mid 8-digit sales company.

- 35 Direct Reports: Director of Sales, 3 National Sales Managers, Licensing Manager, Marketing Manager, Customer Services Manager and 30 Sales Representatives.
- Reported to the CEO.
- Developed a strategic plan to launch sales programs in Canada and Mexico which **increased revenue by \$1 million.**
- **Reduced COGS by 25% in 3 years** through direct sourcing.
- Implemented new sales and operational planning process that **improved on-time delivery by 50%.**
- Increased direct import sales to over 80% of total resulting in **improving the margin by over 10%.**

Simkins Industries (Ideal Box Company division), Lawrence, MA – Over \$500 million board mill and folding carton manufacturer with 2 board mills and 7 converting facilities throughout the eastern US and Canada. 2002 – 2005

President – Cincinnati, OH

Situation: Provide leadership for this company which was in a very mature market with competition both domestically and internationally.

Role: Led all facets of this \$25 million division as well as all sales and marketing activity for this market share leader in North America of 2-piece folding gift boxes.

- 40 Direct Reports: Comptroller, VP of Operations, VP of Manufacturing, VP of Marketing, Head of Customer Care and 35 Sales Representatives.
- Reported to the CEO.
- Developed a strategic plan to increase sales in all major retailers throughout North America.
 - Category Captain at Walmart.
- **Increased sales 10%** the last two years in a very mature market through new product innovation.
- Implemented **process improvements** that lowered costs and **increased margin by over 10%.**
- Managed 35 sales representatives throughout North America calling on every retail channel including: Mass, Discounters, Grocery, Drug, Hardware, Craft, Hobby, Clubs, Specialty, Wholesalers, Distributors.

Crystal Creative Products, Middletown, OH - the market share leader in North America for gift wrapping tissue and gift bags. Crystal Tissue is known the world over for the best tissue in the world. 1997 – 2002

Vice President of Sales

Situation: Take this very mature manufacture into new markets via new products and new contacts.

Role: Directed all sales activity in grocery, drug, discount, hardware, club and mass retailers in the United States and Canada.

- Grew the business from **\$58 million to \$82 million**.
- Positioned and ultimately sold the business to CSS Industries (NYSE: CSS) – a \$750 million company.
- Transitioned the new owners to ensure continued success of the company.
- Managed 18 sales organizations with over 50 representatives who consistently exceeded sales goals.

Kenley Corporation, Mason, OH – a seasonal merchandise company.

1986 – 1996

President

Situation: start and grow this company.

Role: Responsible for the complete operation of this international seasonal products company, including creating the vision and strategy, allocating resources and directing all marketing/sales activities to ensure continued growth of the business.

- Grew a start-up from zero to over \$5 million in sales.
- Implemented a new product development system which resulted in 31 new items including the world famous “Pumpkin Lawn and Leaf Bag”.
- **Reduced operating expenses by 15%** per year through workflow process improvements.
- Named to the “Top 40 under 40” by the Cincinnati Business Courier for demonstrating outstanding leadership and business development skills in individuals under the age of 40.
- Established and trained a national independent sales representative network consisting of 60 people.
- Achieved 10 consecutive years of sales increases while maintaining a 35% net profit margin.
- Won the Crescendo Award in 1990 and 1992, recognition as one of the 50 fastest growing companies in Cincinnati.
- Named in **The Inc. 500** in 1991 as one of the fastest growing privately held companies in the United States.
- Directed the merger with Crystal Creative Products which kept the operations in Greater Cincinnati.

BOARDS OF DIRECTORS POSITIONS HELD (Past & Present)

- Board Member of the Down Syndrome Association of Greater Cincinnati
- Board Member of Kenley Corporation
- Board Member of Intercontinental Corporation
- Board Member of the Roger Bacon High School Long Range Strategic Planning
- Board President of the St. Vivian Athletic Boosters and Festival Board Member
- Board Member of the Ursuline Academy Athletic Boosters & Father's Organization
- Board President of Dupion Industries
- Board Member of Klein Medical
- Board Member of Beacon Makes Warm Friends
- Board Member of DeltaChase

Awards & Service to the Community (past & present)

- Crescendo Award (Cincinnati Business Courier) – twice
- *Inc. 500*

- “Top 40 Under 40” (Cincinnati Business Courier)
- Judge of the University of Cincinnati Annual National Graduate School Business Plan Competition
- Honorable Judging Selection Committee in the annual Hult Prize at the University of Cincinnati
- Varsity Head Coach of the Ursuline Academy Softball team
 - Coach of the Year – 2011

EDUCATION

University of Cincinnati, Cincinnati, OH

- **M.B.A., International Business and Marketing**
- **B.S., Biology**