

KENNETH S. SEKLEY

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Results oriented CEO with record of creating significant sales and profit growth in consumer and industrial markets, including building materials, construction, paints & coatings, agriculture, turf, chemicals, petroleum. Experience includes leadership of a private equity portfolio company, the financial and operating restructuring of an ESOP, and \$250 million profitable sales growth (51%) in 5 years at a paints and coatings company.

- Value-Added Sales & Marketing
- Strategic Planning & Implementation
- New Product Innovation
- New Market Development
- Continuous Operational Improvement
- Major Accounts: Home Depot, WalMart
- Private equity/high leverage environment
- International Business
- Adj. Prof. Mgmt, Moore School, Univ. of SC
- Harvard MBA

PROFESSIONAL EXPERIENCE

SOUTHLAND LOG HOMES LLC, Columbia, SC

2009 - present

Largest log home manufacturer in N. America, with sales direct to consumers and developers via 40 company-owned and dealer locations. Private equity portfolio company.

Chief Executive Officer (2009-present)

Complete P&L and Balance Sheet responsibility for all divisions and functions, including sales, marketing, manufacturing, finance, customer service, product design, project management, HR, and legal.

- Successfully led company through depressed US housing market; retained company's key market and operations strengths..
- Returned company to profitability in first year, despite extremely challenging market conditions.
- Re-positioned product line to focus on differentiated design and green performance, including high energy efficiency.
- Improved sales performance via restructuring of sales team incentives, coaching focus, and targeted upgrades.
- Improved gross margin by 5.4 points by limiting discounting while focusing on productivity and yields.

PATIO ENCLOSURES, INC., Cleveland, OH

2004 - 2009

Industry leading manufacturer and installer of sunrooms, solariums, and conservatories, selling direct to residential and commercial customers via 50 North American company and dealer locations. 100% employee-owned ESOP company.

Chief Executive Officer (2007-2009)

Complete P&L and Balance Sheet responsibility for all divisions and functions, including sales, marketing, manufacturing, engineering, logistics, finance, human resources, and legal. 11 direct reports, and a total organization of 750 employees. Led turn-around via operational and financial restructuring of company. Expanded into new geographic markets via dealer recruitment.

President and Chief Operating Officer (2004-2007)

- Led company to be recognized as "Top Sunroom Performer" and 4th largest remodeler in the US.
- Improved sales and reversed profitability decline via focus on key metrics.
- Launched series of new products: new conservatory, redesigned sunroom, low maintenance decking line.
- Led acquisition and transition of Canadian sales and installation operation.
- Launched new web site and managed effort to achieve Google page 1 ranking. Has become largest source for new business.

ICI / GLIDDEN PAINTS, Cleveland, OH

1999 - 2004

\$3.5 billion industry leading global supplier of paint and coatings products; operating in 25 countries.

Executive Vice President, Consumer, Dealer, and Specialty Divisions (2000-2004)

P&L and Balance Sheet responsibility for \$750 million sales of consumer and professional paints, coatings and adhesives marketed under the *Glidden*, *Ralph Lauren*, *Deroe*, *Fuller O'Brien* and *Liquid Nails* brands. Responsible for the Sales, Marketing, Product Management, Supply Chain and Finance functions. Key customers included The Home Depot, Lowes, WalMart and broad independent / regional distribution. Total organization of 600 employees and \$170 million expense budget.

- Generated \$250+ million in sales growth (51%) from 1999 to 2003 through increased share and launch of new products.
- Delivered \$50+ million operating profit growth (140%) from 1999 to 2003, improving profits in 3 divisions through revenue growth and operating efficiencies.
- Upgraded/rationalized \$300 million brand in 12 months; reduced costs/improved quality as recognized by *Consumer Reports*.
- Won Ralph Lauren Paint brand license from key competitor. Increased comp sales 20% through improved product quality/consistency and introduction of higher impact brand support.

- Successfully launched *Perfect Glue* household adhesive into WalMart, The Home Depot, Ace Hardware, and Walgreens.
- Introduced product innovations accounting for more than 40% of revenue base using Stage-Gate development process.
- Divested assets of unprofitable spray paint division, resulting in gains on plant sale and profit stream from licensing the brand.
- Strengthened leadership team, recruiting VP Marketing, VP Sales, Dir. Market Research and Dir. Product Management.
- Reduced inventories 13.6%, despite substantial sales increases, via implementation of a Sales and Operations Planning process.
- \$3+ million in annual cost savings with Six-Sigma projects focused on field operations and distribution efficiencies.

General Manager / Vice President, Consumer Division (1999-2000)

P&L responsibility for this \$385 million division that sold paint products to home improvement and mass merchant chains.

- Re-organized sales force into separate teams to target consumer and professional contractor segments.
- Named Home Depot Vendor Partner of the Year.
- Created and introduced *Color @ Home* color visualization software that sold over 1 million copies.
- Designed and launched gliddenpaint.com website. Awarded the 2002 Best Consumer Goods Web Site award.

LESCO, INC., Strongsville, OH

1997 - 1999

\$460 million turf products leader selling to lawn care professionals and golf courses through a national distribution network of 253 service centers, 70 “stores on wheels” and mass retail.

Vice President of Marketing

Responsible for Marketing function for both the Equipment and Agronomic Divisions. Also led Retail Sales and Tech Services.

- Focused brand and product line-up to achieve \$105 million sales growth (30%) in 1998-1999.
- Implemented pricing system that reversed gross margin decline.
- Launched several key new products, including *Viper* zero-turn riding mower.
- Led the integration of 2 significant acquisitions including a turf fertilizer and golf course products firm.
- Led equipment manufacturing joint venture with MTD Products as member of Board of Directors.

AMERICAN CYANAMID COMPANY, Parsippany, NJ

1990 - 1997

\$2.2 billion leader in crop protection chemicals and agricultural biotechnology.

General Manager / Vice President, U.S. Crop Protection (1997)

Full P&L responsibility including Sales, Marketing, and Technical Services for this \$1.1 billion division. Reported to the President of Global Ag Products, managed 7 direct reports and a staff of 550.

- Grew sales \$100 million via share growth and penetration of new market segments.
- Launched ag biotech line of products in conjunction with Pioneer Hi-Bred.

Vice President of Marketing, U.S. Crop Protection (1995-1997)

- Grew sales \$130 million and profit \$40 million over 2 years.
- Launched new products in soybeans, corn, cotton and key specialty crops.
- Executed technology licenses with Sumitomo and BASF and launched resulting products.

Manager, Retail Distribution / Database Marketing (1994)

- Managed \$80 million retailer marketing program for 5,500 outlets.
- Developed frequent buyer database with 500,000 members.

District Sales Mgr (1993-1994), Product Mgr (1991-1993), Business Development Mgr (1990-1991)

QUANTUM ASSOCIATES / ALLIANCE CONSULTING, Cambridge, MA

1987 - 1990

Strategy consulting firm, former BCG / McKinsey principals, serving Fortune 500. **Manager** ('89-'90), **Consultant** ('87-'89)

EXXON CORPORATION, Baytown, TX

1980 - 1985

Operations Coordinator, Exxon Chemicals, (1984-1985); Process Engineer, Exxon Engineering, (1980-1984)

EDUCATION

HARVARD BUSINESS SCHOOL - MBA in General Management with Honors, 1987

RUTGERS UNIVERSITY - MS in Chemical Engineering, 1985

PRINCETON UNIVERSITY - BSE in Chemical Engineering, Magna Cum Laude, 1980

ADJ. FACULTY, MOORE SCHOOL OF BUSINESS, UNIV. OF SOUTH CAROLINA

2012-present

Teaching MBA courses in strategic and entrepreneurial management. Telepresence technology used for multiple remote locations.