

RICHARD R. NICOLOSI
990 Boulevard of the Arts #1800
Sarasota, FL 34236
(941) 932-2288 (C)

Work: (941) 365-4466

RNicol5959@aol.com

website: www.nicolosiadvisors.com

***CEO, COO, PRESIDENT, EVP - CONSUMER PRODUCTS - WITH PROVEN LEADERSHIP TO
DRAMATICALLY IMPROVE CORPORATE RESULTS***

- Turned around Samsonite Corporation and revitalized Scott Paper's global consumer products businesses
- Tripled profits of Procter & Gamble's worldwide paper products
- Featured for leadership in Harvard Professor John Kotter's book "A Force for Change"

"I was so impressed by his presentation to the investment community when he was at Scott Paper that not only did we agree to invest but I then recruited him to head up the restructuring of one of our portfolio companies, Samsonite. That, too, was a success." (Partner, Apollo Advisors)

Courageous and creative leader, able to make tough yet prudent decisions. Capacity to attract industry-leading talent and to train organizations to become highly effective achievers. Persuasive communicator, attentive listener, results-oriented organizer, able to overcome obstacles. Extensive experience successfully leading global consumer products businesses that need to be strengthened, overhauled and/or revitalized. Expertise in global brand marketing

HISTORY

**Since
2001**

NICOLOSI ADVISORS Sarasota, FL

Consultant to companies in the consumer products sector.

- Currently advising two multi-billion dollar divisions of one of the largest private companies in the US; focus is on strategic game plan improvements and marketing plan/executional upgrades
- Additionally, working with Private Equity Firms to identify Consumer Products Acquisitions, assisting in the Due Diligence process, and incepting a viable Investment Thesis

and

PREMIER ESTATE ADVISORS, Sarasota, FL

Co-Founder Launched this real estate investment advisory that features prime estates, condominiums and commercial properties. Negotiated affiliations with leading global financial institutions and local law firms to facilitate wise, tax-effective real estate decisions. Particular focus on after-tax returns

- Company was sold in January 2006

**1996
to
2000**

SAMSONITE CORPORATION, Denver, CO

World's leading manufacturer (\$1 Billion revenues) of luggage (softside and hardside suitcases, garment bags, and business cases) under brand names: *Samsonite, American Tourister* and *Lark*. Products are available in more than 100 countries and through about 200 company-owned stores.

Chairman of the Board (1998-2000) **Chief Executive Officer** (1996-98)

Recruited by the major shareholder (Apollo Advisors) to revitalize this languishing company, when share price was \$10 to \$12 in early 1996:

- Designed and deployed five-point strategy that turned around the business within the two-year mission and contract as CEO
- Restructured, streamlined and refocused the business
- Strengthened significantly the balance sheet through secondary offering, sale of non-core assets and increased cash flow
- Launched new marketing and product programs, and expanded into South America, Eastern Europe, India and Mainland China

Results: Achieved profitability in six months, increased EBITDA significantly and boosted annual earnings-per-share to over \$2.50. Completed a company-tender of 50% of shares at \$40 per share, sponsored by Oppenheimer/CIBC.

**1994
to
1996**

SCOTT PAPER COMPANY, Philadelphia, PA & Boca Raton, FL

Leading manufacturer of toilet paper, paper towels and other tissue products (*Cottonelle, Baby Fresh, Scottex, Viva*) acquired by Kimberly-Clark in 1995 through a deal valued at \$9 billion.

Senior Vice President - Worldwide Consumer Products

Recruited to grow the bottom line prior to divestiture:

- Given P&L responsibility for the global businesses that included bath tissue, facial tissue, towels, baby wipes, and commercial pulp in 23 countries; 1995 sales of \$3.3 billion, with operating profits of \$700 million
- Restructured operations, reduced costs and improved price realization

SCOTT PAPER COMPANY

- Repositioned Scott brands globally to establish coherent global brand positionings and strengthened consumer acceptance
- Initiated innovative business strategies, products, packaging and more effective advertising

Results: In 18-months, doubled both operating profit to \$700+ million and ROI to 23%.

1992
to
1999

NICOLOSI & ASSOCIATES, Boca Raton, FL

Consulting group that delivered effective solutions for business strategy and marketing.

President

- Key clients included: Interpublic Advertising Agencies, Parsons Whittemore, WPP Advertising Agencies, E&J Gallo Winery and Dominos Pizza

Prior
to
1992

PROCTER & GAMBLE, Cincinnati, OH

President, Pulp and Paper Sector (1989-92)

Earned promotion to increasingly more responsible general management positions in beverages, consumer and commercial pulp, and paper/personal care products, for example:

- Youngest-ever Sector President (1989); Youngest-ever Group Vice President (1987); Youngest-ever Corporate Vice President (1984)
- Served as Corporate Group Vice President and on Procter & Gamble's Executive Committee
- Directed worldwide baby diaper, feminine hygiene and adult incontinent businesses, as well as the North American tissue/towel category and timberland pulp operations (1991 sales of \$6.5 billion and profits of \$650 million. 25,000 employees)

Division General Manager, Paper Products USA (1984-89)

Also Corporate Vice President and member of Corporate Administrative & Operations Committees.

Presided over *Pampers, Luvs, Charmin, White Cloud, Banner, Bounty, Puffs, Always* and *Attends*.

- Turned around underperforming global paper products businesses under severe pressure. For example, diaper category share was plummeting, bath tissue share was declining and margins had eroded 65%. Paper towel and facial tissue shares and margins were flat. Company had withdrawn from the feminine hygiene business
- Immediately set about reversing these negative trends by successfully introducing globally *Ultra Pampers*. Repositioned *Luvs* as tailored specifically for boys and girls. Launched globally *Always* feminine hygiene products which become #1 worldwide. Introduced *Charmin, Bounty*, and *Puffs* flanker products. Introduced Total Quality and Reliability Programs in manufacturing to significantly improve return on invested capital

Results: During six years as Sector President, sector profits tripled to \$650 million.

President and General Manager Worldwide Crush Soft Drink Products (1982-84)

Vice President – Marketing Worldwide Crush Soft Drink Products (1980-81)

- Revamped package design, bottler marketing programs, and consumer promotion efforts immediately following P&G's acquisition of this business
- Instituted advertising campaigns for each brand
- Acquired Coca-Cola Bottling Mideast and led it to profitability; introduced *Crush* Products into Kentucky through this bottler
- Decided/recommended that soft drinks and bottling should not be a long-term core P&G business and sold assets to Cadbury Schweppes at a significant profit

Pre- 1980

Associate Advertising Manager Detergents and Household Cleaning Products

Brand Manager *Tide*, Packaged Soap and Detergent Division

Brand Manager *Era*, Packaged Soap and Detergent Division

EDUCATION B.Sc - Chemical Engineering, University of Notre Dame

TEACHING Taught multiple case studies in business strategy at Harvard, Univ. of Michigan and Notre Dame

LANGUAGES Fluent Italian and German; working knowledge of French

CORE COMPETENCIES

| | | | |
|-------------|---------------------|-------------------|--------------|
| Negotiation | Channel Development | Global Strategies | Streamlining |
| Branding | Competitor Analysis | Market Analysis | Turnarounds |
| P & L | Product Launches | Team Building | Rightsizing |
| Budgeting | Product Development | Marketing Plans | Cost Control |