



## Harry A. Brownnett

### Professional Profile

#### Career Highlights:

- 2010 - President, Brownnett Consulting, LLC** - Business Consultants to the Flooring Industry, Branchburg, NJ
- Partner with global flooring manufacturers to develop markets and viable sales channels
  - Design products and create marketing campaigns for success in targeted markets.
  - Specialty in the Healthcare flooring market, with evidence based design and training.
  - Strategy and tactics for long-term, sustainable business growth and optimum EBITDA.
  - Advise companies with business planning, equity investments and M&A activities.
  - Mission: Provide advantage, clear vision, winning strategy and rewarding growth.
- 2007 Vice President of Sales & Marketing - LG Hausys America**, division of LG Group, Seoul, South Korea
- Restructured a failed US division and turned it around in one year.
  - Managed all resilient flooring Sales & Marketing in the US, Canada and Mexico.
  - Redesigned and launched products and marketing to appeal to the US market.
  - Recruited new sales management team and independent B2B and B2C sales partners.
  - Transformed LG Floors from a green follower to a green leader
  - Grew sales 4X
- 2003 Director of Sales & Marketing – CBC America, Corp.**, a division of CBC Japan, Tokyo, Japan.
- Promoted from National Sales Manager to Director of Sales & Marketing after 1 year
  - Responsible for the TOLI and CERES brands in US, Canada and Mexico.
  - Managed the redesign of resilient flooring and marketing to appeal to the US market.
  - Restructured sales channels from 100% distribution to direct, B2B and B2C models.
  - Worked with US, European and Asian manufacturers sourcing new products.
  - Grew sales 2X and increased GP by 10%.
- 1998 Vice President of Sales - United Technical Products**, a Fidelity Investments Venture Capital Company, Boston, MA
- Responsible for ESD and specialty flooring sales in the US, Canada and Mexico.
  - Launched new ESD flooring products with Shaw Industries and Tate Access Flooring.
  - Grew sales from \$7Million to \$16Million.
  - Company acquired by Shaw Industries.
- 1993 Vice President - DuPont Flooring Systems**, Wilmington, DE
- Start-up of NJ branch organization for CSI/CDC, largest flooring contractor in the US.
  - Guided the organization through acquisitions by MSAI and DuPont
- Education:** **Graduate: Tulane University**, New Orleans, LA  
BA - Political Science, International Relations with a concentration in Economics



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**Business Experience**

<b>General Management:</b>	<p>P&amp;L Management Planning and execution of new business plans Establish financial growth goals and achieving results Supervise and hire key managers and staff Financial, Sales and CRM reporting systems Participation in M&amp;A activities Participation with Board Meetings Proven business growth strategies</p>
<b>Manufacturing:</b>	<p>Product development with North American, European and Asian manufacturers Vinyl and Print Film pattern and color design for resilient floors PVC-Free and Phthalate-Free products LVT &amp; MLF – design products for Calendar and Press systems. Wax-free floor finishes and performance coatings LEED Product Development and Design</p>
<b>Products:</b>	<p>Resilient Floors – Vinyl tile &amp; sheet, quartz tile, rubber and cork Specialty in LVT and Multi-Layer Flooring – Rigid Core ESD flooring and raised access flooring Carpet and Yarn – Broadloom, modular and ESD PVC-Free and Phthalate-Free flooring Digitally printed resilient flooring</p>
<b>Professional Development:</b>	<p>USGBC –member since 1998, voting delegate since 2003 AAHID – affiliate member since 2007. Friend of AAHID Award – 2010. ASTM F-06 (Flooring)– voting member since 2003 ASTM F-08 (Sports) – voting member since 2007 EOS-ESD Association – Certified in ESD Control since 1998</p>
<b>Sales &amp; Marketing:</b>	<p>The right advertising, media relations and events Effective web marketing, SEO and e-commerce tactics Identify market needs and respond quickly to the demand Recruit sales managers and territory representatives National Accounts – Corporate, Retail Store, Healthcare, Big Box A&amp;D Sales - Master Spec and CEU Programs Healthcare – National A&amp;D relationships, GPO and IDN accounts Flooring Contractors – Starnet, Spectra and Fuse vendor partner Proven Direct Sales Strategies – B2B and B2C Proven Market Growth – US, Canada &amp; Mexico</p>
<b>Financial:</b>	<p>Proven track record - increasing shareholder value and EBITA.</p>