

Douglas R. Kelly

PO Box 6593

Denver, CO 80206

603-553-1428

doug@drkconsulting.com

PROFESSIONAL SUMMARY

Results oriented Executive with extensive experience in Sports businesses and consumer products companies. Managed six companies as President & CEO and COO from 1985 to present with worldwide sales ranging from \$110 million to \$600 million plus. Strong ability to expand brands while driving sustainable cost, process and profit improvements. Experienced in licensing.

- Brand Building
- Marketing and Merchandising Management
- Sales Management: Department Stores, National Chains, Mass Market, Independents, Team dealers, College Bookstores and Military
- Licensing: IMG, CLC, LRG, PGA, NFL, NBA, NHL, MLB, Disney, WB
- Budgeting and Financial planning

PROFESSIONAL EXPERIENCE

RAGE Fitness/Gibson Athletic- March 2015- Present

CEO

Privately owned Fitness Company with broad distribution channels, in sporting goods retail, military, crossfit clubs, gymnastic clubs and commercial facilities. Domestic manufacturing and distribution employing 85. Full sourcing capabilities with EDI and e-commerce capabilities. Market leader where it competes.

DRK Consulting Associates, LLC. – April 2003- Present

President & Chief Executive Officer

Interim CEO and advisor focused on consumer packaged goods industry providing interim management and consulting services. Responsibilities typically include developing business and marketing plans, and budgeting. Provides services for the negotiations of licensing agreements.

Past clients: Cerberus Capital Management, Unibic Australia, Mike Sullivan Art, Bee Posh, New Buffalo Shirt Factory, Puma North America, Go Lite, Sport Haley, Lacer Headwear and R2 Advisors.

Imperial Headwear, Inc. -November 2010- April 2012

President & Chief Executive Officer

Imperial Headwear is a custom headwear manufacturer. Revenue \$35 million plus with an 8.2% EBITDA. Imperial is the leading hat provider in the golf, collegiate private

label, and military post-exchange and active outdoor retail categories under the names of Imperial Headwear, Merge Left and Watership. Responsible for 250 staff at two locations. Focus on diversifying the brands into various arenas, developing strategies for partnerships with other brands, while maintaining company identity. The company provides custom headwear to USGA, PGA, USTA, plus private label clients such as Saucony, Adams Golf, Tommy Hilfiger, PING, Brooks Brothers, and Vail Resorts. Imperial is a licensee of Polo, Puma and the PGA.

Reduced debt by \$3million and inventories by over \$3 million by focusing on reduction of obsolete inventories and implementing an SKU reduction program. Consolidated the LA operation to Denver with a headcount reduction of 82 people. Implemented price increases which impacted gross margin by a positive 3.5 basis points. Implemented product line growth with new programs, Puma and Polo collegiate and Imperial tees and outerwear. Completed required restructuring and company was sold.

Russell Athletic Group -September 2006- April 2008

President

Russell Athletic Group is a leading marketer and manufacturer of sports uniforms, license and active wear apparel and athletic hard goods. The Russell Group employs over 14,000 people with worldwide sales in excess of \$600 million. The company markets sporting goods products under the brands of; Russell, Spalding, Bike Athletic, Dudley, Huffy and AAI. Responsible for the company's broad distribution base of Department store, Sports Specialty stores and Team dealers. Directed the company's strategic planning, marketing, merchandising, sales and promotion departments. Coordinated operations with Exec VP of Operations. Negotiated multi million dollar NFL marketing sponsorships with the Redskins, Falcons, Rams and Panthers. Directed and negotiated the groundbreaking all league sponsorship of the AFL. Grew CLC licensed revenue from a ranking of 20th to 8th in royalty's earned in an 18 month period.

Imperial Home Décor Group, Inc.-May 2000 – July 2003

President & Chief Executive Officer

Imperial markets, designs, manufactures and distributes wallpaper and wall coverings internationally. It was the largest wall covering company in the world, serving 7,000 accounts worldwide.

Recruited by Blackstone Group and Chase Manhattan to manage workout of a Chapter 11 company. Reduced operating cost by over \$55 million. Reduced workforce by 2000 employees while maintaining leading market share of 30% in North America and 14% worldwide. Exited Chapter 11 ten months after taking CEO position.

- International company with sales of more than \$267 million in 2002
- Company employed more than 1400 employees globally
- Operations located in USA, Canada, and the United Kingdom
- Operated more than 150 licenses including, Eddie Bauer, Ralph Lauren, Disney, Warner Bros., Laura Ashley, MLB, and the NFL

Pro Player Sports Apparel- August 1994 – May 2000

President & Chief Operating Officer

ProPlayer manufactured, marketed and distributed licensed sports apparel.

- Sales volume of over \$240 million annually
- Licensed with the NBA, NHL, NLB, NFL and over 200 national colleges and universities
- Full product line, including outerwear, headwear, fashion knits, tees and fleece
- Division employed 800 plus employees and shipped to over 10,000 retail locations in North America
- Negotiated one of the first renaming rights of a major sports stadium. Renaming Joe Robbie Stadium to Pro Player Stadium in 1996.

Easton Sports, Inc.- January 1986 – August 1994

President & Chief Executive Officer

Easton Sports manufactures markets and distributes team sports products.

- Easton Sports' worldwide sales grew from \$17 million to \$120 million between 1986 and 1994
- Easton Sports employed over 530 people and shipped to over 10,000 sporting goods accounts throughout the world
- Easton Sports, Inc. owned and supervised three subsidiary companies in Montreal, Canada, Melbourne, Australia and The Netherlands
- Marketed brand with endorsement contracts with Joe Montana, John Elway, Will Clark, Goose Gossage, and Wayne Gretzky

*Easton Sports was created in 1986 through the purchase of Curley-Bates Company by Easton Inc.

Curley- Bates Co.- April 1980 – December 1985

Curley-Bates Company exclusively marketed and distributed Mizuno, Easton and Toko sport brands throughout North America. North American sales grew from \$10 million to \$35 million from April 1980 through December 1985 with 4,800 active accounts in North America.

Positions held:

- Executive Vice President & COO, VP Marketing & Sales, VP Marketing Director of Marketing, Group Marketing Manager

Converse, Inc.- May 1974 – March 1980

Converse, Inc. markets, manufactures and distributes athletic footwear and accessories.

Positions held:

- Group Marketing Manager, National Sales Manager, Product Manager

CURRENT AFFILIATIONS

Board Member: Rage Sports/Gibson Athletic and Zeon Signs

PAST AFFILIATIONS

Board Member: SGMA, World Federation Sporting Goods, Schutt Sports, ATEC, Easton, Hoyt, Imperial Headwear, New Buffalo Shirt Factory

EDUCATION

Villanova University, BA in Economics – 1974
Stanford University Graduate School of Business:
Executive Program for Smaller Companies – 1984
UCLA Graduate School of Business:
Executive Program Global Environment – 1990

PERSONAL

Married

Sports Enthusiast