

DOUG KELLY

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CHIEF EXECUTIVE OFFICER, MARKETING & BRANDING SPECIALIST, BOARD MEMBER

Dynamic and driven senior officer with more than 35 years of executive-level, global success within the industries of consumer packaged goods, sporting goods, apparel, footwear, retail and home decor. Comprehensive background in company turnaround, brand and product development, production outsourcing, licensing (sports and entertainment), negotiations, website development, mergers and acquisitions, profit and loss management, and financial planning. Tenacious and focused leader with the proven ability to reinvent obstacles in order to create success.

CRITICAL LEADERSHIP INITIATIVES

- Positioned as President of two companies with combined sales value of \$40 million at age 33; recognized as one of the youngest CEO's in the industry.
- Renamed Joe Robbie Stadium to Pro Player Stadium (1996), successfully negotiating one of the inaugural renaming rights of a major sports stadium.
- Ranked as one of the most powerful men in sports in 1996, placed ahead of Michael Jordan for that year.
- Established international subsidiaries in Canada, Australia and the Netherlands for Easton Sports Inc, with Canadian operations generating \$20 million in sales and becoming cash flow positive within two years.
- Negotiated multi-million-dollar marketing NFL sponsorship deals with the Redskins, Falcons, Rams and Panthers; negotiated innovative all league sponsorship for the AFL.

CAREER TRACK

President/CEO, DRK CONSULTING ASSOCIATES LLC 2003 to Present

- Provision of Interim CEO, consulting and advisory services, and licensing negotiation support to the consumer packaged goods industry with a focus on business plan development, marketing strategy, and finance and budget modeling.
- Represented clients including Cerberus Capital Management, Unibic Australia, Mike Sullivan Art, Bee Posh, New Buffalo Shirt Factory, Puma North America, Go Lite, Sport Haley, Lacer Headwear, R2 Advisors, Gibson Athletic/Rage Fitness.

President/CEO, IMPERIAL HEADWEAR INC 2010 to 2012

- Responsible for 250 employees across two locations for custom headwear manufacturer with sales revenue of \$35 million.
- Developed strategies for partnerships and affiliations with other brands, brand diversification, and strengthening of core company identity.
- Supported clients including USGA, PGA, USTA, Saucony, Adams Golf, Tommy Hilfiger, PING, Brooks Brothers, and Vail Resorts.
- Turned around profitability through implementing price increases to drive gross margin up by 3.5 points and introducing new programs: Puma and Polo collegiate and Imperial tees and outerwear.
- Restructured company in preparation for exit through reduction of debt by \$3 million, reduction of inventory by over \$3 million, consolidation of LA operation to Denver, and strategic reduction of employee numbers.

President, RUSSELL ATHLETIC GROUP 2006 to 2008

- Oversaw organization's distribution base of department stores, sports specialty stores, and team dealers for company with worldwide sales of over \$600 million.
- Led strategic planning, marketing, merchandizing, sales and promotions initiatives and grew CLC licensed revenue up 12 points to rank 8th in royalties earned over 18-month period.
- Collaborated with Executive Vice President of Operations to manage and optimize growth initiatives across global platform.
- Successfully negotiated multi-million-dollar NFL marketing sponsorships with Redskins, Falcons, Rams and Panthers and all league sponsorship of the AFL.

President/CEO, IMPERIAL HOME DÉCOR GROUP 2000 to 2003

- Recruited by Blackstone Group and Chase Manhattan to manage and turn around Chapter 11 situation for international home décor company, successfully exiting Chapter 11 ten months after employment.
- Restructured and refocused company, reducing operating costs by \$55 million, reducing workforce by 2000 employees while maintaining leading market share of 30% in North America and 14% worldwide.
- Oversaw international sales of more than \$267 million (2002) and +1400 employees globally with operations in US, Canada and the UK.
- Executed over 150 license agreements including Eddie Bauer, Ralph Lauren, Disney, Warner Bros, Laura Ashley, MLB, and the NFL.

President/COO, PRO PLAYER SPORTS APPAREL 1994 to 2000

- Managed sports apparel company with over 800 employees, 10,000 retail partners in North America, and over \$240 million in annual sales.
- Operated licenses with the NFL, NBA, NHL, MLB, and more than 200 colleges and universities nationally.
- Successfully negotiated one of the first renaming rights of a major sports stadium through the renaming of Joe Robbie Stadium to Pro Player Stadium in 1996, driving sales revenue from \$160 million to \$240 million through utilizing stadium as marketing focal point.
- Led company to recognition as one of Top 3 in royalties generated for major league baseball.

President/CEO, EASTON SPORTS INC 1986 to 1994

- Led company growth and expansion, driving worldwide sales from \$17 million to \$120 million over eight-year period, with major initiative being development of full-service, multi-season sporting goods brand .
- Established and operated three subsidiary companies in Canada, Australia and the Netherlands.
- Drove brand marketing strategy with endorsement contracts with Joe Montana, John Elway, Will Clark, Goose Gossage, and Wayne Gretzky.

Executive VP/COO, CURLEY BATES CO 1980 to 1985

- Integral member of management team responsible for introducing Mizuno team products and footwear to North American market, growing sales from zero to \$17 million in five years, simultaneously holding responsibility for Easton prior to Curley Bates asset sale to Easton (1985).

BOARDS & ADVISORY

GIBSON ATHLETIC INC./RAGE FITNESS

BOARD ADVISOR (PAST)

SGMA

BOARD MEMBER (PAST)

WORLD FEDERATION SPORTING

GOODS

BOARD MEMBER (PAST)

SCHUTT SPORTS

BOARD MEMBER (PAST)

ATEC

BOARD MEMBER (PAST)

LACER HEADWEAR

BOARD MEMBER (PAST)

EASTON

BOARD MEMBER (PAST)

HOYT BOW

BOARD MEMBER (PAST)

IMPERIAL HOME DÉCOR GROUP

BOARD MEMBER (PAST)

NEW BUFFALO SHIRT FACTORY

BOARD MEMBER (PAST)

IMPERIAL HEADWEAR

BOARD MEMBER (PAST)

ZEON SIGNS

BOARD MEMBER (PAST)

EDUCATION

VILLANOVA UNIVERSITY

BA, ECONOMICS, 1974

CERTIFICATION & TRAINING

TIME STUDY,

MAYNARD RESEARCH COUNCIL

METHODS ENGINEERING,

MAYNARD RESEARCH COUNCIL

EXECUTIVE PROGRAM GLOBAL ENVIRONMENT,

UCLA GRADUATE SCHOOL OF BUSINESS

EXECUTIVE PROGRAM FOR SMALLER COMPANIES,

STANFORD UNIVERSITY SCHOOL OF BUSINESS

HONORS & AWARDS

ANDY AWARD OF EXCELLENCE

CABLE CAR AWARD OF EXCELLENCE

SGMA AWARD OF EXCELLENCE

RANKED MOST POWERFUL PERSON IN SPORTS (TOP 100)
MULTIPLE TIMES

KURT SALMON ASSOCIATES - MANAGEMENT AWARD OF
EXCELLENCE SUPER PERFORMER

SGI - COMPANY OF THE YEAR 1994 MANAGEMENT
EXCELLENCE

PUBLICATIONS

FEATURE ARTICLES IN:

BRAND WEEK

SPORTS INSIGHT

DNR NEWS

TEAM INSIGHT

BOSTON GLOBE

SAN FRANCISCO CHRONICLE

WALL STREET JOURNAL

MIAMI HERALD

ATLANTA JOURNAL

SPORTS ILLUSTRATED

TENNIS MAGAZINE

SPEAKING ENGAGEMENTS

MULTIPLE NATIONAL & REGIONAL TV BROADCASTS

ASSOCIATION FOR CORPORATE GROWTH (ACG)

**NATIONAL SPORTING GOODS RETAIL ASSOCIATION
(NSGA)**

SPORTING GOODS INTELLIGENCE (SGI)

SPORTS BUSINESS JOURNAL (SBJ)

TEAM DEALERS ASSOCIATION