

**John L Chapman**  
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Highly accomplished, respected executive with a proven ability to transform, lead and grow entities through periods of downturn and growth. Adept at developing and executing business strategy that increase competitive advantage and enhance enterprise value. Strong presenter, change agent and creative business person with high integrity and a keen focus on forging lasting relationships that take the enterprise to the next horizon.

Core Competency includes:

- Strategy and Deployment
- Retail Management
- New Product/Program Development
- P&L/Cash Flow Responsibility
- Lean Manufacturing
- Building Winning Teams
- Budgeting/Planning
- Divestitures

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## **The Bryan School of Business, UNC-Greensboro NC**

**February 2013-Present**

One of the largest business schools in North Carolina.

### **Executive Education Director of Business Development, Adjunct Professor, Greensboro, NC**

Provide leadership in sales, marketing, program development and relationship building. Serve as adjunct professor teaching Sales Management.

- In one year grew revenues 25% and net income by 626%.
- Initiated the development of two new communication programs.

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## **Entrepreneurial Accomplishments**

**2008-Present**

I have broadened my experience by developing, nurturing and leading four entrepreneurial endeavors. As a result of traversing this challenging economic landscape, ownership in these companies has enhanced my leadership experience and strategic skill set.

In July of 2011 I engaged in a consulting agreement with Invox Limited, a Chinese power tool manufacturer, located in Nanjing China. My objective was to establish a customer base within North America. I have been successful in developing \$1.5MM with CTC and DIB Hardware cooperative. I am also in the beginning stages of developing a \$10MM program with Menards.

In 2008, I started and owned Metal Partners, a steel distribution company. I built all aspects in the Southeast from the ground up. Revenues for 2010 were \$1.8MM and projected 2011 revenues of \$2.3MM with a 2.6% improvement in EBIT. In June of 2011 sold my interest.

Currently, acting CFO and equity owner of ESG Energy, a subsidiary of Environmental Solutions Group an \$800K Air Quality/Energy consulting company founded in 2001. ESG-Energy owns proprietary software that measures and manages the carbon footprint of companies. As CFO, I help manage the P & L, business development and B2B strategy. In this capacity, I am required to understand the very fluid geopolitical aspects which shape how entities will compete in the future. In 2010, I implemented a financial scoreboard that led to smarter decision making by members of the team. In addition, I created, deployed and managed our energy marketing campaign. Thru these efforts, we grew 7% in 2012 and 36% in 2013 and maintained Net Income above 8%.

Lastly, co-ownership in BounceU of Greensboro, \$500K retail party-place. The parent company started in 2003, we were the 5<sup>th</sup> franchise, opening in 2006. As such, we were influential in developing marketing collateral and programs to drive revenue. I have mentored other franchisees and handled all financial aspects of the business as well as work with my partner managing the retail location. Being a successful endeavor, it has allowed me the opportunity to implement strategies that ultimately kept us profitable. Sold our position March of 2014.

**KENNAMETAL INC.** *NYSE KMT* **1991-2008**

\$2 billion global manufacturer and marketer of carbide cutting tools. CPG-Disston Division was a \$100MM division which focused primarily in the Home Improvement and Industrial Channels.

**Vice President of Sales-Corporate Officer CPG-Kennametal/Disston**, Greensboro, NC **1997-2008**

Provided leadership in sales, sourcing and corporate divestitures. Managed three National/Key Sales managers, six Regional Sales Managers, one Sales Analyst and eight Manufacturing Agencies.

- Grew Revenues both Organically and via New Products from \$64MM to \$97MM.
- *Kennametal divests CPG-Disston to a strategic Chinese Supplier. 2007*
- Successfully secured the Lowes Home Improvement business which added \$3.6MM in incremental revenue.
- Developed and spearheaded our Asian Supply Chain Strategy which resulted in a savings of \$3.8MM and improved COGs by 3%. Vetted strategic partners both overseas and domestically. Established a Chinese partner for product expansion and sourcing.
- *Kennametal acquired Greenfield Industries. 1997*

**GREENFIELD INDUSTRIES/RULE** *NASDAQ GFII* **1991-1997**

Greenfield Industries is a \$520MM leading global manufacturer of expendable cutting tools and related products used in a variety of industrial, electronics, oilfield equipment, mining and consumer markets. Greenfield purchased Rule Industries, a manufacturer of marine and power tool accessories in 1995.

**Director of Sales and Marketing**, CPG Greenfield/Rule/Disston Greensboro, NC **1991-1997**

Recruited to The Disston Company by new owner, Rule Industries, to turnaround Disston's retail business. Developed and implemented customer concentric private label programs which resulted in significant growth at The Home Depot, The True Value Company, Wal-Mart, K-Mart, Sears and others. Built my team from the ground up which consisted of one Marketing Manager, three Sales Managers and eight Manufacturing Agencies.

- Grew Revenues from \$11MM to over \$64MM.
- Added High Speed Drill Bits Power Tool Accessory products to Home Depot and True Value's product mix resulting in revenue growth of \$24MM.
- Added Rule Pumps to Home Depot and Walmart which resulted in \$1.8MM in sales.
- Lead a SKU# product rationalization that resulted in lowering finished goods inventory by \$1.2 Million and improved EBIT by 3%.
- *Greenfield Industries acquires Rule Industries and added Drill Accessories to portfolio. 1995*
- Created, developed and spearheaded a new Power Tool Accessory private label for The Home Depot resulting in sales growth over \$20MM.
- *Rule Industries Acquired The Disston Company. 1992*

**STANLEY WORKS** *NYSE SWK* **1983-1991**

A global 500 manufacturer of tools, hardware and security solutions for professional, industrial and consumer use. Revenues in 1991 close to \$2 Billion.

**Account Executive**, Atlanta Georgia **1988-1991**

Responsible for top tier accounts in Mid-South and Southern Region. During my tenure at Stanley Revenues grew over \$16MM.

- Secured the West Building Supply Business in Builders Hardware which added \$1.6MM in revenues.
- Successful in adding LifeSpan Hinge program at Home Depot that added \$.9MM to the top line.

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**Territory Sales Manager**, Atlanta Georgia **1984-1988**  
Responsible for Home Depot and local area accounts

- Sold the Stanley Plumbing program to Home Depot resulting in adding \$2.9MM in Revenue.

**Van Sales Manager**, New Britain Connecticut **1983-1984**  
Responsible for presenting the new Stanley Plumbing program to Key Accounts and Distributors throughout North America.

**COCA-COLA**, *NYSE CCE* **1981-1982**  
Bottler and distributor of *Coca-Cola*, and other brand beverages.

**Account Manager**, Hartford Connecticut  
Responsible for selling and servicing existing accounts and developing new business.

### EDUCATION

**MBA 2001:** Wake Forest Babcock School of Management

**BS Finance 1981:** University of Connecticut

### PROFESSIONAL AFFILIATIONS AND AWARDS

- Board of Directors, Hardware Marketing Council 2004-2006, member since-1998
- Board of Directors, Zibra-2003-2005
- Board of Directors, Cygnetics- 2001-2003
- Inducted into High School Hall of Fame-Baseball-2009
- Played in Division 1 College World Series-1979
- Member of the American Hardware Manufacturers Association
- Stanley Works Consumer Hardware Presidents' Club Award-1987
- Member of Georgia Hardware Association, President-1988-1991

### COMMUNITY ACTIVITIES

- Chairman of the Board, Junior Achievements of Central NC-2014/2015
- Board of Directors, Junior Achievements of Central NC- 2002-Present
- Board of Directors-Church Trustee-2009-Present
- Participate in classroom teaching for JA-1999-Present
- Board of Directors, Touring Theatre-1995-1997
- Guest speaker WFU Babcock School- 2006-2009