

IAN ROSS

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PROFILE

- ◆ International executive with global expertise in brand building, marketing, merchandising and retail sales.
- ◆ Demonstrates leadership and success in growing global market share, creating brand awareness, and increasing profits.
- ◆ Extensive global network and industry contacts.
- ◆ Operational leadership in home health care.

CAREER HISTORY

RETIRED	2015 - PRESENT
CBI HEALTH GROUP Director of Operations - Edmonton	2010 - 2014
BUSINESS IMPROVEMENT SOLUTIONS Consultant	2007 - 2010
MARV HOLLAND APPAREL LTD. President	2006 - 2007
CLUETT, PEABODY & Co., INC. (ARROW) President, Cluett International, 1997 - 2005 President, Arrow and Gold Toe Retail Store Division, Canada and US, 1993 - 2000	1993 - 2005
COMARK SERVICES INC. Director of Stores - Irene Hill, Just Petites, Cleo, Piaf, Member, Comark Management Board, Irene Hill Group, Ricki's, Bootlegger, and Collacutt	1991 - 1992
COTTON GINNY LTD. General Manager, Coconut Joe Clothing Co.	1989 - 1990
MARK'S WORK WEARHOUSE LTD. President, Wind River Outfitting Co., 1987 - 1989 Senior National Buyer, Mark's Work Wearhouse Ltd., 1983 - 1987 General Manager, Calgary Region, 1980 - 1983	1980 - 1989

Previous experience in Operations at The Bay.

RETIRED**2015 - PRESENT****CBI HEALTH GROUP****2010 - 2014****Director of Operations - Edmonton**

Responsible to oversee, manage and supervise all aspects of the day to day operations for the Edmonton region for CBI Home Health.

- ◆ Tripled sales and EBITDA profits in 4 years.

BUSINESS IMPROVEMENT SOLUTIONS**2007 - 2010****Consultant**

Retail consultant responsible for identifying factors that significantly impact business and providing strategies that improve a company's revenue, productivity and profit.

MARV HOLLAND APPAREL LTD.**2006 - 2007****President**

Responsible for direction and reorganization of the company-sales, profit, finance, personnel, product development, marketing, advertising, sourcing, policies, systems and procedures.

- ◆ Created brand awareness through development, sourcing and marketing of "Firewall", a flame resistant fabric that tested out better than NomexIIIA at one-third the cost. Signed deal for exclusive North American distribution.
- ◆ Led market research team that conducted focus group studies and customer surveys that enhanced customer satisfaction and grew sales.
- ◆ Sourced product off shore and downsized domestic production reducing overhead by 24%.
- ◆ Set up alternative tiers of distribution by opening up new major accounts such as Corporate Express and Mark's Work Wearhouse. Initiated launch of "Firewall" products in the U.S.A.
- ◆ Restructured company from manufacturing based company to a brand management and marketing based company. Changed culture in company by giving associates clear strategic direction, involving them in strategic/budget plans. Increased morale and productivity which resulted in increased customer satisfaction.

CLUETT, PEABODY & Co., INC.**1993 - 2005****President, Cluett International****1997 - 2005**

Responsible for global Arrow licensed business, and Sanforized licensee business with direct reports including Vice Presidents of Licensing, Marketing and Advertising, Compliance, and Director of Merchandising.

- ◆ Inspired team to grow EBITDA profits from \$3.5M US to \$11M US with retail sales in excess of \$700M US.
- ◆ Grew a mature licensee business from 50 to 96 countries in seven years, and from 25 to 45 licensees. Negotiated licensee contracts, oversaw trademark administration, receivables and audits.
- ◆ Expanded licensee business in international and domestic markets by line-extending Arrow brand to other fashion products in men's, women's, and children's wear.
- ◆ Consolidated Arrow trademark from over 300 variations to one identifiable brand logo to be used on all products globally.
- ◆ Negotiated with licensees to contribute \$1M US to develop strategic global marketing program to focus brand awareness. Created unified packaging, marketing, and merchandising collateral for use by all licensees worldwide.
- ◆ Led first global consumer research initiative to support marketing efforts and product development.

President, Arrow and Gold Toe Retail Store Division 1993 - 2000

Responsible for start-up of Arrow and Colours by Alexander Julian retail and outlet stores in Canada.

Responsible for Arrow Factory Stores and Gold Toe Hosiery Factory Stores in United States.

- ◆ Led the design and concept development for 20 Canadian and 52 US retail stores. Won Silver and Bronze store design awards for Canadian retail stores in 1995.
- ◆ Created and tested all new Arrow products for Canada and the US and line-extended products to outerwear, bottoms, knits, suits, and accessories.
- ◆ Consolidated accounting, merchandise information systems and operations for retail divisions in North America resulting in substantial cost savings.
- ◆ Moved both Canadian and US operations from loss to profitability within 3 years.

COMARK SERVICES INC.**1991 - 1992****Director of Stores (Irene Hill, Just Petites, Cleo, Piaf)**

Reporting to President, Specialty Retail Chains, Canada, responsible for the operation of over 200 stores across Canada, including marketing and sales strategy, visual and merchandise presentation, store management, store construction and maintenance, and internal communication from home office to stores.

- ◆ Developed and implemented new merchandise strategy for the target customer based on results of extensive customer surveys and focus group discussions.

COTTON GINNY LTD.**1989 - 1990****General Manager, Coconut Joe Clothing Co.**

Assigned to move Coconut Joe's 53 stores from predominately female customer segment to male and unisex customer base.

- ◆ Accomplished successful transition in 10 months, maintaining sales volume and gaining higher margins.
- ◆ Maximized sales and profits with increased inventory turnover by developing a "model stock" based on fixture carrying capacity for merchandise tailored to each store.

MARK'S WORK WEARHOUSE LTD.**1980 - 1989****President, Wind River Outfitting Co. (Division) 1987 - 1989**

Responsible for developing profitable Wind River test stores and Wind River label product in Mark's Work Wearhouse Stores which included men's and women's clothing, footwear and accessories.

- ◆ Built annual sales to \$20 million within three years.
- ◆ Developed very successful "specialty" items for 25 Wind River shops in Mark's Work Wearhouse stores, and "commodity" items carried in most stores.

Senior National Buyer**1983 - 1987**

Responsible for buying outerwear and all work clothing – sales from \$13M to \$40M in four years.

General Manager, Calgary Region**1980 - 1983**

Responsible for profitable operation in Calgary region - \$10M sales – pre-tax profit \$800,000.

EDUCATION

- ♦ Bachelor of Arts, University of Manitoba

BOARD INVOLVEMENT

- ♦ President, Director and Officer, Marv Holland Apparel Ltd., 2006 – 2007
- ♦ President, Director and Officer, GTB Canada Inc., (formerly Cluett, Peabody Canada Inc.), 2001 – 2005
- ♦ Director and Officer, Beijing Innovative Garment Company Ltd., China, 2000 – 2005
- ♦ Director, Industrias Jatu, South America, 1997 - 2005

INTERESTS

- ♦ Runner of marathons and ultra marathons, cycling and skiing.