

**May 24, 2009**

**Confidential Retained Search Assignment—S#982**

**Equity Position: PRESIDENT and CEO  
(Investment Required)**

**Client: ARCHITECTURAL BUILDING PRODUCTS MANUFACTURER,  
TEXAS**

**Brief Company History:**

Our private equity client's small to midsized company is a manufacturer of architecturally specified construction products that was founded 25 years ago. This business participates in the commercial construction marketplace producing a unique building material developed in Europe in the 1960s. Their unique build to order products are used both on commercial building exteriors such as curtain walls and store fronts and in building interiors. This business was sold to a Northeast private equity firm and the incumbent CEO of the Company will remain until a successor is hired at which time he will retire.

**Business:**

The Company profitably manufactures unique building material products used in new commercial construction and renovation applications. Construction market segments include healthcare, banking, retail, education, religious, hospitality, state and federal government and mixed-use buildings. The vast majority of sales are made in the U.S. (75%) and international sales represent 25%. The Company primarily competes with architectural products, and traditional building materials. This company's products are unique, and competition from other manufacturers is extremely limited, particularly for demanding exterior applications.

**Products:**

This company's products have numerous strength/durability, cost, weight, and installation advantages over traditional building materials. This company's high performance building materials withstand severe conditions with minimal fatigue or wear, characteristics that make them well suited for exterior applications. This company's products are subject to stringent local, national, and international building codes.

**Texas Architectural Building Products Investor President and CEO Position  
Summary**

The Investor President and CEO should be a strong leader who can take advantage of this company's unique cladding product and dynamic growth potential and drive sales and profits. This company leader must initially assume

## **Confidential Greater Texas Building Material Manufacturing Company Investor President and CEO Position Description. 2**

the dual role of head of sales and marketing to spearhead and involve her/him in devising and implementing an effective sales and marketing strategy focusing on architects, building owners, and contractors to keep the sales pipeline adequately filled. Travel is approximately 33% annually. Requires relocating to, or living in the Dallas, TX area within reasonable commute to the company's facility.

### **Duties and Responsibilities of the President and CEO**

- 1) Initially listen and learn about the key aspects of this unique company.
- 2) Provide strong leadership by developing a vision for the business, communicate this vision effectively in order to gain the support of the staff, develop an operating plan to implement this vision, and do so in a way that involves and empowers the organization.
- 3) Develop a sales and marketing strategy for the business working closely with the sales staff.
- 4) Be a strong role model while creating a culture that embraces team work, and helping and learning from each other
- 5) Evaluate strengths and developmental needs of company's management team and jointly establish goals, objectives and performance standards with direct reports.
- 6) Develop yearly operating and capital budgets with the input of key senior management, for review and approval by the Board of Directors.
- 7) Provide necessary support, guidance and detailed, hands-on leadership, solve problems, prioritize and deal with issues in a decisive and timely manner.
- 8) Develop relationships with current, former and prospective customers and stone material suppliers in Italy, Portugal, France, China, Canada and Brazil.
- 9) Set up appropriate metrics to keep abreast of business performance in terms of budgets, sales forecasts, cash flow, orders, sales, inventories, shipments, costs, and measure progress. Insure appropriate steps are taken in a timely manner to correct unsatisfactory situations.
- 10) Work closely with and cultivate a positive relationship with company's board by involving them in certain key or strategic decisions. Quarterly board meetings and monthly written reports to board are required.

### **President and CEO Position Qualifications:**

- 1) BS degree in Mechanical Engineering, Civil Engineering, Structural Engineering or some other technical degree; MBA a plus.
- 2) Several years of successful hands-on, management experience with full P& L responsibility, operating and growing a small to midsized architecturally specified niche construction products manufacturer.
- 3) Successful track record of team building and creating a positive work environment and maintaining an efficient manufacturing operation.
- 4) Capable of analyzing and targeting company's markets and designing and implementing an aggressive strategic business plan to capitalize on them.

**Confidential Greater Texas Building Material Manufacturing  
Company Investor President and CEO Position Description. 3**

- 5) Customer-focused with successful experience in developing and implementing sales and marketing strategies for architecturally specified construction products.
- 6) Proven track record of spearheading sustained profitable growth by pursuing and acquiring new customers and expanding markets.
- 7) Successful track record of hiring, managing, working closely with and retaining capable subordinate managers.
- 8) Should be comfortable understanding the financials of the business including budgeting, income statement, cash flow and the balance sheet.

**Compensation, Benefits and Relocation Information**

Salary range is to \$175K plus a bonus potential of 0% to 50% based on meeting financial targets and on other criteria. There is a Stock Option Plan, 401(k) Savings Plan, Medical Plan and Group Life insurance. Relocation assistance is available.

**Stock Option Plan:**

The CEO will participate in company's stock option plan. Shares will be awarded by achieving certain earnings and cash flow targets each year over a three-year period. The CEO will be entitled to earn shares representing approximately 3% of the company.

**Equity Investment Required**

Upon hire, the CEO will be given the opportunity to invest up to a \$100K maximum and acquire up to 2,200 shares, representing 6% of the common stock for approximately \$180 per share.

**Philosophy of Private Equity Ownership**

The philosophy behind these equity opportunity plans is straightforward: The owners of this portfolio company want management and more importantly the CEO, to be their partner, motivated by the same things they are, without any inherent conflicts. Our private equity owners want the CEO to have money at risk as they do and to have a large incentive (even greater than theirs on a return basis) if things go well.

**PLEASE NOTE THE RESUME SUBMITTAL INSTRUCTIONS:**

If you qualify for this Investor President & CEO position, EMAIL your resume in confidence ONLY to S982@gilreathsearch.com, or FAX your resume in confidence, C/O S982CEO Search to 1/978/287/4431 or US Postal Mail your resume in confidence Attn: Jim Gilreath, President, C/O S982 Investor CEO Search, GILREATH CONSULTANTCY. PO Box 310, Concord, MA. 01742. CONFIDENTIALITY ASSURED. Web Site: <http://www.gilreathsearch.com> NO PHONE CALLS PLEASE!!