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February 6, 2013

Regarding Larry Samuelson

I saw Larry Samuelson for the first time in 2000 at a NAPA National Business Conference, in Toronto. He walked onto a stage at the Royal York and spoke with clarity and confidence about the transformation that he was about to lead as UAP/NAPA became NAPA Auto Parts in Canada. It was evident from that moment as I sat with 1000 people in the Imperial Ballroom that Larry Samuelson was a focused executive fueled by enthusiasm and purpose.

Later that day I met him and we visited about business and personal topics. He was the CEO of NAPA Canada and Ideal Supply was their biggest customer. In the ensuing years we developed a strong professional and personal friendship.

Over time I have grown to respect Larry's unwavering loyalty, focus and professionalism. Larry brings all of these attributes to every discussion, project and engagement. I have known Larry's support when we have developed a strategy and felt his focus in the execution of a strategy. When we have disagreed he is respectful and a good listener.

Larry has energy that executives 20 years younger would envy, and insight that executives with 20 years more experience would respect. He is a gifted public speaker who has held the attention of large and small audiences as he communicates his ideas and convictions.

Larry has coached executives in our Company with very positive results. As an executive coach and trusted advisor, Larry brings years of business experience that would be valuable to an entrepreneur or corporate executive.

I would be confident in recommending Larry in any role he is pursuing. Should you want to discuss the fit for him in a potential engagement, I would be glad to discuss and can be reached at 519-291-1060 ext 5260.



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