

Curriculum Vitae



Larry R. Samuelson

The Samuelson Company LLC

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Profile

LARRY R. SAMUELSON

- *Executive Coach and Trusted Advisor*
- *Mid-Market Business and Leadership Development*
- *Professional Speaker*

Larry R. Samuelson is an accomplished executive who, in various roles and divisions as a President, COO and CEO, led one of the largest companies in the automotive aftermarket parts industry and provided the strategy to restore growth and profitability to hundreds of business owners in his firm's network of businesses. Presently, as founder and President of **The Samuelson Company LLC**, a business strategy and executive coaching firm, Larry provides specialized executive consultation and advice, in trusted confidence, to mid-market business owners and senior executives. Larry devotes his time and passion to help these mid-market executives and owners grow their business to the next level, recapture the excitement of why they started their business, or monetize their business when appropriate.

Prior to founding The Samuelson Company, Larry successfully led the largest division of Genuine Parts Company (GPC), The NAPA Automotive Parts Group (NAPA), and NAPA Canada in various roles and divisions as a President, COO and CEO of these premier North American automotive parts distribution and retail companies. During his 35-year career, he demonstrated an acumen and expertise with startup operations, successful turnarounds and realignments, and effective divestiture and growth of businesses. His leadership savvy has produced an impressive portfolio of experience developing and implementing key strategies and initiatives that delivered sustainable growth and profitability.

It was at GPC/NAPA that Larry extended his leadership skills to provide the strategy to restore growth and improve profitability to hundreds of NAPA business owners.

With a passion for developing the potential of his GPC/NAPA management teams, Larry initiated and championed an aggressive performance management program to help his teams build executive leadership skills, prepare for additional responsibilities, and identify opportunities to increase profitability. In addition to his executive roles, Larry also served as Vice Chairman and Board Member of United Automotive Parts (a subsidiary of GPC) and as a Board Member of NAPA.

Larry continues to be an independent advisor and consultant to the Automotive Aftermarket Parts industry and is a sought after professional motivational speaker for professional and educational conferences, seminars, panel discussions, meetings, and corporate events. With a genuine verve, impassioned energy and personable style, Larry shares his keen insight--garnered from over 35 years of business and executive experience--into both the lessons learned and the creative strategies that help form companies and prepare leaders for success. His successful record running large corporations and developing executive management teams, provides practical and best-practices ideas of significant value for the leaders, executives, and owners of businesses today. Larry also is the *Executive in Residence* for Emory University's Executive MBA program in Atlanta, Georgia.

Larry graduated from DePaul University in Chicago with a B.A. in Economics. Financing his education through fulltime employment selling the "Great Books of the Western World," gave him the drive and purpose to always challenge himself to do more, to *dream big*, and to achieve those dreams. Larry and his wife, Dianne, have two children and reside in Atlanta, Georgia. For more information and a detailed *Speaker's Portfolio* for Larry Samuelson, visit: www.TheSamuelsonCompany.com

Professional Summary

Through my cumulative experience, I have successfully led small, mid-sized, and large companies, in various roles and divisions as a President, COO and CEO, and as a CEO advisor. I have a passion for developing strategies and providing the direction for the plans, performance initiatives and management teams, which will result in sustainable growth and profitability for businesses. Presently, as an executive coach and trusted advisor, I help mid-market business owners and senior executives conceptualize, plan, and realize their goals and objectives. Through a successful career working with startups, turnarounds, realignments, and the divestiture and growth of businesses, I have developed a comprehensive portfolio of leadership skills, which I now extend to those mid-market owners and executives who want to *dream big*, achieve their goals and objectives, and realize their dreams through successful leadership development.

Experience Overview

- President, Automotive Parts Group (NAPA) at Genuine Parts Company
- President and CEO, UAP, Inc., Montreal, Quebec (Canada) at Genuine Parts Company
- Mountain Division Vice President, Denver, Colorado at Genuine Parts Company
- Mid-South Division Vice President, Atlanta, Georgia at Genuine Parts Company
- Vice Chairman and Board Member, United Automotive Parts (subsidiary of General Parts Company)
- Board Member of NAPA
- B.A., Economics - DePaul University, Chicago, Illinois

Current Employment

President and Founder

2009--present

THE SAMUELSON COMPANY LLC

www.TheSamuelsonCompany.com

- Executive coach and trusted advisor.
- Provide expert advice and analysis to mid-market and entrepreneurial businesses.
- Executive coach for both start-up and established executives.
- Provide strategic goal-setting, planning, and implementation advice.
- Provide leadership, development strategies and executive management skills.
- Executive search.
- Chief accountability officer to help executives stay on track and achieve objectives.
- Professional speaker for professional and educational conferences, seminars, panel discussions, meetings, and corporate events.

Experience

President, Automotive Parts Group (NAPA)

Public Company; 10,001+ employees; Automotive Industry

2004--2009

GENUINE PARTS COMPANY

- Directed multiple business operations with full P&L responsibility in the US and Canada with \$5.5 billion in revenue.
- Reported directly to Chairman of Board.
- Managed 13 direct reports with 18,000 employees.
- Led strategy that resulted in turnaround and revitalization of sales and profits to achieve sales, profit, and inventory turnover in first year of assignment. Awarded "2004 Triple Crown" recognition for this performance.
- Streamlined senior management structure and increased decision-making agility, by eliminating a management level and reassigning senior executives.

President, Automotive Parts Group (NAPA)**GENUINE PARTS COMPANY***(continued...)*

- Led senior management team to develop mission, vision, and strategic plans to address sustainable growth initiatives.
- Championed executive development with an aggressive performance management program that resulted in promotion opportunities and expanded responsibilities for executive team.
- Instituted a succession planning process that identified and prepared leaders for the future.
- Created motivation and Best Practices meetings that recognized top independent owners and accelerated growth of sales and profit.
- Developed aggressive new business initiative that drove more business through additional store locations.
- Opened separate truck parts/heavy duty distribution center and store operation in January 2007 that generated over \$100 million in sales volume by 2009.
- Consulted with NAPA retail store owners for the development and implementation of business, marketing and sales plans that resulted in increased sales, profits, and equity.
- Worked with repair chain customers (Firestone, AAA, Goodyear, Midas, etc.) to increase their sales and volume per repair bay and per technician.

President and CEO, United Auto Parts, Inc.**GENUINE PARTS COMPANY**

Montreal, Quebec (Canada)

2000--2004

- Directed P&L for 650 NAPA Retail Stores and 17 Distribution Centers throughout Canada with \$1.1 billion in revenue.
- Created new business strategy that resulted in revitalizing the brand, marketing, and IT structure.
- Won the "Triple Crown" in 2003 for achieving Sales, Profit, and Inventory Turnover Quotas for the first time in Canada.
- Transitioned senior managers to build a leadership team that could drive profitable growth through a shared vision of opportunity and results-driven performance.
- Increased sales growth and market share of company-owned and independent stores by adopting the NAPA brand in Canada (NAPA Canada).
- Supported development and implementation of marketing programs for company's new image and vision.
- Visited every independent and company store in Canada and required the field leadership teams to hold business planning sessions with each owner annually to help owners expand their business skills and grow their business.
- Grew separate Truck Parts business that produced double-digit increases 2000 through 2003 with sales exceeding \$250 million per year.
- Awarded "2003 Manager of the Year," company's most prestigious management award for accomplishments and results.

Mountain Division Vice President**GENUINE PARTS COMPANY**

Denver, Colorado

1994--2000

- Led Genuine Parts largest sales and geographic division with 8 Distribution Centers (DCs), 1,000 stores and \$700 million in revenue.
- Increased net store count and points of sale by 50 and 230 respectively.
- Increased net income by 45% through sales growth and efficient deployment of resources.
- Developed divisional plan to achieve #1 store status in each market. Successful in 90% of markets and took steps to improve or replace remaining 10%.
- Awarded "Triple Crown" for sales, profit, and inventory turnover results in 1994 and 1999.

Mid-South Division Vice President

Atlanta, Georgia
1989--1994

GENUINE PARTS COMPANY

- Directed 8 Distribution Centers, 150 Corporate Stores, and 800 Independent Stores that employed 1,600 associates with sales of \$300 million.
- Drove market turnaround by replacing five senior managers and changing the organization's mindset to that of being a "winner!"
- Achieved Sales Quota for the first time in Mid-South Division history.
- Worked closely with independent stores to modernize facilities and increase inventory levels to have the most effective inventory in each market.

Roles Prior to 1989

GENUINE PARTS COMPANY

- General Manager, Phoenix, Arizona
- General Manager, Sacramento, California
- Distribution Center Service Manager, Los Angeles, California

Account Executive

PAINE WEBBER JACKSON AND CURTIS

Pasadena, California

- Sold investment products to individual investors and small companies.
- Among top 10% of performers nationally.

Account Executive, Automotive Advertising

CHICAGO TRIBUNE

Chicago, Illinois

- Met sales quota 32 of the 34 months in this position, as the leading salesperson.

Education

Bachelor of Arts, Economics

DEPAUL UNIVERSITY

Chicago, Illinois

Board Positions

2004-2009, Vice Chairman - United Automotive Parts (subsidiary of General Parts Company)

2004-2009, Board Member - National Automotive Parts Association (NAPA)

2000-2003, Board Member - Canadian Automotive Industry Association (AIA)

Personal

Larry graduated from DePaul University in Chicago with a B.A. in Economics. Financing his education through full-time employment selling the "Great Books of the Western World," gave him the drive and purpose to always challenge himself to do more, to *dream big*, and to achieve those dreams. Larry and his wife, Dianne, have two children and reside in Atlanta, Georgia. For more information and a detailed *Speaker's Portfolio* for Larry Samuelson, visit: www.TheSamuelsonCompany.com

Speaker Portfolio (sample)

"The Power of Many" and "Game Changer" – Employees are what make a brand enduring and successful.

Audience: Corporate Business Groups

"Leadership in Difficult Times"

Audience: Corporate & Entrepreneur Business Groups, MBA/University Students

"Understanding the Value of a Consistent Corporate Culture"

Audience: Corporate & Entrepreneur Business Groups, Senior Managers (given to audiences in US and Canada)

"Dream Big: The Power of Partnership"

Audience: Entrepreneurs (given to entrepreneur audience of 14,000 in Las Vegas, NV), and Start-up and Established Executives

"Good Advice I Never Got"

Audience: Mid-level Executives and MBA University Students

"Forty Successful Years" – Successful president of two, billion-dollar companies shares lessons learned.

Audience: Business owners, executives-in-training, entrepreneurs.

"If You Always Do What You've Always Done..." – Best ways to remain relevant 5, 10, 20 years from now.

Audience: Business owners, executives-in-training, entrepreneurs.