



EXTENDED PROFILE – 500 words



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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 improve profitability to hundreds of business owners in his firm's network of businesses. 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 sell 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 as President or 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 experience has produced an impressive portfolio of 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, candor and impassioned energy and 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-practice ideas 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
