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Career & Capability Overview

Retired Senior Corporate Officer, Change Catalyst and Operating/Commercial Executive in the global Coca-Cola system with 30 years operating experience across four continents. Extensive capabilities in strategic infrastructure design, consumer and retail marketing, brand management, results-driven operational planning, brand and commercial innovation, and sales systems with execution leadership. Fast growing operational transformation expertise in manufacturing, supply chain optimization and technology systems across the systems +300 global bottlers. Significant experience and proven record in business transformation (new market start-ups and turnarounds) and global customer management in both emerging and developed markets. Led the adoption of EVA and Economic Profit integration with global marketing and operating units.

Public and Private Board Leadership Expertise includes past Lead Director, Audit Committee Chairman, Compensation Committee and Nominating Committee Director of Global Imaging Systems (NASDAQ: GISX) +700mm with a 30% CAGR. Completed tender offer/merger with Xerox for 50% premium in May 2007. Expertise with acquisition integration, M&A development, succession planning, long range strategic planning, capital restructuring, internal auditing, capability development, enterprise risk oversight and investor communication strategy. Selected to join Standard Register (NYSE:SR) Board of Directors, effective April 2008, and currently serving as Executive Committee member, Audit Committee Chair and Governance/Nominating Committee member. SR is a +900mm integrated communication, advanced labeling technology and healthcare management service firm. Appointed to Executive Committee of The HealthStore Foundation. Recently elected Board Director for Commerce Science Corporation and Chairman of EcomNow. Chair Atlanta NACD chapter focused on 'Director Excellence'.

Venture Capital and Private Equity Value Creator as CEO of the Shelty-Viking Capital Group LLC, a unique private equity holding company with principal ownership in various firms. Managing Partner with Crestlight Venture Production specializing in disruptive and transformation solutions in the Cloud SaaS, Biosciences, Healthcare and Consumer Markets. Executive Chairman of Dairy Innovations LLC.

Leadership Development and Business Model Optimizer as a past chair with Vistage International, the world's largest CEO membership organization. Hands on advisory/consulting with 14 different family/private business models and organizations ranging between 100MM and 1billion in revenues. Revenue enhancement,

brand shaping, customer development, succession planning, sales system design, cost structure analytics, marketing resource deployment and strategic planning for sustainable growth represent the full range of client engagements. experience with engineering, industrial construction, construction, distribution business models.

Current Venture, Private Equity & Consultant Accomplishments

- **Raised Crestlight Fund 1** composed of 9 portfolio companies using disruption technologies in various industry verticals (metadata search, food technology, apps development, retail technology and predictive analytics)
- **Conducted Strategic Marketing Assessment for Ralph Lauren Corp.** focused on global organization design, operational infrastructure and value creation strategy.
- **Executive Chairman, Dairy Innovations LLC** which is developing a platform of new products using the emerging breakthroughs of probiotics, nutrition science, functional innovation and GMO free sourcing
- **Chairman, EcomNow** which is a unique multiple vendor/product e-commerce engine with a broad set of marketing tools to dramatically impact fragmented industry sectors ability to sell digitally
- **Advisory Investor** of Mycotechnology, Niche Video Media, Domino Decisions, FDventure Farms, Froovie Organics, IP2biz and Medical Home Exchange
- **Executive Committee Member of the Healthstore Foundation** which operates clinics in Africa giving people access to safe medicine
- **Vistage International Chair** responsible for business optimization, leadership development, growth strategy planning with 14 different business models that include engineering, specialty chemical, construction, distribution and industrial construction firms.

Professional Experience - The Coca-Cola Company (1981 - 2011, Retired)

2009 –2011

Senior Vice President, Global Commercial/Customer Strategic Planning & Execution Group

Responsible for leadership and development of the Vision 2020 Roadmap focused on all commercial execution capabilities required to support portfolio growth, diverse customer development, end-to-end cost and service optimization and business plan execution among the system's 300 bottlers. Led a cross-system and cross-functional team of Manufacturing, IT, Supply Chain, Route-to-Market and Customer Development experts. Designed the Leadership Experience Program for system's General Managers as part of building talent for the future and sharpening the effectiveness of planning and execution for the +500 brands and 3500 SKU's. Led the strategic planning process for the system's top 50 retailers.

2004 – 2009

President, 7-Eleven Global Business Team

Responsible for the strategic direction, operating plans, operating results and relationships supporting 7-Eleven's business worldwide. 7-Eleven's 36,000 stores in over 20+ countries generated +\$1.5 billion in system revenue and +\$580 million in operating profits making them one of the top three customers globally. Led a cross-functional and cross-geographic team of customer marketing, innovation specialists, finance, supply chain, and business development managers in shaping the system's short and long-term business results.

Major Accomplishments/Core Capabilities

Developed the first cross-system planning process and tool that has been scaled to all global customers producing an average 5% higher CAGR run rate.

Designed and implemented a web-based, best practice accelerator site improving learning speed and reapplication effectiveness an average of 200%.

2001 – 2004

Senior Vice President, National Sales and Marketing, Coca-Cola Fountain North America

Senior Operating Committee - North America Business Unit

Led and directed the North American Sales and Marketing Business System with 1000+ associates, +\$3 billion in revenue and \$400 million in operating profits. Responsible for P&L and balance sheet performance, value creation strategies, business system design, and leadership development. Functional reports included Sales, Marketing, Field Operations, Finance, IT, and Human Resources.

Major Accomplishments/Core Capabilities

Delivered highest revenue and operating profit growth within North America Fountain strategic business unit for 2001 and 2002; increased share leadership by 3 share points.

Led strategic segmentation evaluation and subsequent business model change process that dramatically decreased costs and sales marketing productivity.

Transformed company's restaurant industry relationships with creation of "Resource Center for Workplace Solutions."

Created "You Can Count on Coca-Cola" P.R. campaign.

Launched two unique technology alliances with Allure Fusion Media and EMN8 giving the company 1st mover advantage with digital media capability.

1998 - 2000 (Atlanta, London, Sydney)

Vice President and Managing Director, Global Burger King Account Business Unit

Executive Committee - North America Business Group

Led and directed a dedicated global business unit (+100 cross-functional and cross geographic professionals) responsible for servicing, supporting, and driving the integrated relationship with the Burger King system. The

global unit drove and contributed to \$450 million in revenue and +\$45 million in operating profits through a specifically designed organization that included marketing, operations, sales, controller and finance group, business development, and legal.

Major Accomplishments/Core Capabilities

Led the defense and formation of a new 10 year global relationship that contributed +\$8 billion in revenues with corresponding incremental operating and economic profits.

1996-1998 (Oslo and Moscow)

Division Marketing Director and Deputy Division President - Nordic and Northern Eurasia

Board of Directors - Coca-Cola Refreshments Moscow and St. Petersburg

Responsible for all beverage brands (+30) and associated operational, strategic and tactical marketing plans and budgets, market positions, channel and package plans, media strategies, research initiatives, and business information systems. Directly managed a marketing and business development organization of +150, spanning the Scandinavian markets, Baltic Republics, Russia and Kazakhstan.

Directed the formation and operating practices of the newly formed anchor bottler Carlsberg to include manufacturing, sales, marketing, customer support services and capabilities. Managed the transition process to Carlsberg that effected all commercial operations for The Company's business in the Scandinavian markets.

Major Accomplishments/Core Capabilities

Successfully repositioned Coca-Cola, Coca-Cola Light, and Fanta brands in the Nordic and Russia Markets. Volume growth exceeded 3 year business plan targets and all consumer brand health measures improved above threshold targets by 40%.

Developed the marketing and services infrastructure and created a world class group of business professionals that steered some of the most challenging markets in the global Coca-Cola system.

Led transformation of anchor bottler system by helping form and accelerating the Carlsberg Joint Venture.

Key Positions held 1981-1996; Previous Experience

Vice President, Burger King Account Group - Atlanta

Director, National Account Business Group - Irvine, CA

Director, New Brand and Business Development - North America - Atlanta

Director, Marketing and Sales Training Systems - North America - Atlanta

New Business Development - West Coast National Accounts - Portland, OR

Restaurant/Region Manager - Chart House Corporation - An upscale casual theme restaurant company based in Solano Beach, CA, which operated 60 restaurants in North America

Principal - Pelican Pete's Fish Market and Restaurant - A start-up business venture in Boulder, CO. Responsible for running the wholesale and retail fresh fish business which was approx. \$1.5 million in revenue.

Education and Published Articles

B.S. - Developmental Biology - University of Colorado (1980)

M.B.A. - University of Southern California (1989)

“The Art of Sales: Inside the Minds“ published by Aspatore Books (2009)

“High Impact Board Engagement: Three Critical Capabilities at the Forefront of Corporate Governance” (2008)

Professional Accomplishments/Certifications

Consultant with Emory University Center for Relationship Marketing (2000 - current)

Speaker on Global Business Development - Economist Conferences (2002, 2004)

Institutional Shareholder Service (ISS), Board Director Certification (2004)

Past Chair of The International Franchise Association Diversity Institute (2004-2009)

Board Director, Atlanta Chapter - National Association of Corporate Directors (2010 - current))

Life Passions

Avid runner, tennis, golf and photographer

Creating new leaders through community involvement and project work,

Family fun and vacations