

Craig P. Womack

415 382-1567 (home)
415 225-1300 (mobile) CraigPWomack (Skype)
www.cpwomack.com
www.lifeisaboutmoments.com
craig@cpwomack.com

Profile

A results oriented senior executive leader with years of C-level experience in the global retail and wholesale consumer products arena. A direct and powerful communicator, writer, speaker, and coach with an ability to inspire performance by getting to the most detailed standard while leading with a strategic vision in a manner that fosters pride in one's work for the company's collective success. Hands on leadership roles and direct Profit & Loss responsibility over a broad base of companies. Extensive experience with the direct responsibility for supervision of product design, development and manufacturing; supply chain management; sales; customer service; finance and financial controls; real estate; store design; visual presentation; operations; management information systems and technology; and human resources.

Experience

Personal Historian and
Member of the Association of Personal Historians
www.lifeisaboutmoments.com

Writer and Editor specializing in documenting and preserving Life Stories
October 2011 - Present

The Promise Doctrine, a guidebook and system for consistently delivering on your promises!

www.thepromisedoctrine.com
Co-author, Speaker, and Coach
September 2008 – Present

I co-authored this book with my son, Jason. Readers in 28 states and 6 countries have purchased the book. It serves as the platform for The Promise Doctrine franchise; including book sales, seminar and speaking engagements and web based training.

Human Touch, LLC
CEO and Board Member
May 2002 – August 2008

Mission Statement: “Human Touch designs, develops, produces and sells innovative, high quality massage and lifestyle products that create a better and healthier way of life.”

Experience (continued)

J.H. Whitney Partners, a venture capital group, purchased Human Touch (HT) in August of 2003. I had joined the company in 2002 with the charter responsibility to help the family owned business position itself for sale. I was one of three members of senior management who also participated in the purchase. In my role as CEO, I had full Profit & Loss responsibility for company results and I directly supervised the following positions: COO (Operations, IT, HR), President (Sales), CFO, CMO, SR VP of R&D and Engineering. My responsibilities also included extensive travel to Asia and hands-on work with Asian manufacturing sources.

Sales and EBITDA growth:

During my tenure at Human Touch from 2002 – 2007, the company grew sales from a base of \$38M to a 5-year annual average of over \$100M and grew EBITDA from a base of \$12M to a 5-year annual average of over \$20M. For the full year in 2007, I was still able to deliver \$97M in sales and \$17M in EBITDA, even as the retail landscape and wholesale opportunities all over the world were “contracting” dramatically. This was done by nimbly and strategically shifting more of the business from the traditional retail model to a business targeting Club Retailers, D2C, Salons and an increase in products available for International Distribution.

Financing:

In 2004, I led a Bond financing effort, securing \$100M in high yield bonds used to refinance the company.

In 2005, I led an IPO effort – including extensive work and sign off on the S1 and 48 live presentations to perspective investors. The S1 is publicly available through Edgars. The IPO effort resulted in a full subscription to the offering, however this was at a price level below expectation and the IPO was pulled.

Business Model:

The HT business model was developed to sell products through six distinct channels of distribution. The company sells/sold products through a network of over 4000 retail doors through more than 500 different retail companies and a network of International Distribution Partners in 28 countries.

Experience (continued)

Listed below are a few key examples:

National Retailers:

- The Sharper Image – a 27 year customer (HT's largest customer)
- Brookstone – a 24 year customer (2nd largest customer)
- Bed, Bath and Beyond
- Linens 'n Things
- Circuit City
- Best Buy
- Costco
- Sam's Club

Furniture Retailers:

- Rooms To Go
- Haverty's
- Art Van
- Furniture Land South

Back Care Retailers:

- Relax The Back
- Healthy Back

D2C Internet Dealers:

- humantouch.com
- costco.com
- vitalityweb.com
- homeofficesolutions.com

Nail Salons:

- T4 (a provider of seating and foot spa tubs for pedicure nail salons)

International Distribution Partners:

- Distribution into 28 countries with the most significant being Canada, Germany, UK, France, Italy and Israel

Gilligan Enterprises Inc. dba Gazoontite

CEO and Board Member

December 2000 – April 2002

Gazoontite and gazoontite.com was a multi-channel retailer selling products for asthma and allergy relief.

The company had three retail stores (San Francisco, Los Angeles, New York) and an on-line business. In late 2000, along with the original founder and two of the original venture capital investors, I led the successful effort to purchase the company out of bankruptcy and re-start the enterprise. During the first part of 2001, we developed a compelling business plan and substantial new investor interest. However, the events of September 11, 2001 and subsequent tightening of the capital markets made it impossible to get the additional funding needed to grow the business and we closed in May of 2002.

Experience (continued)

Smith & Hawken

COO

June 1998 – October 1999

Smith & Hawken was an upscale home and garden multi-channel retailer.

My responsibilities included direct supervision of the following positions: CFO; VP Stores; outside legal, real estate and construction consultants; VP Human Resources; and the Director of Purchasing. In addition, as COO, I supervised the contract warehouse and catalog 800# phone call center.

The Sharper Image

President and COO

May 1985 – April 1998

The Sharper Image was the premier multi-channel retailer of unique lifestyle consumer products, crossing over multiple product category boundaries.

Highlights:

Direct supervision of the following positions: CFO; VP MIS; SR VP Merchandising; VP Marketing; VP Distribution; VP Loss Prevention; Director of Stores; Director of Catalog Sales; Director of Customer Service; Director of Real Estate; Director of Visual Presentation; and Director of Human Resources.

Growth of the retail store platform from 4 stores to over 100 profitable stores.

Growth of annual sales revenue from \$60M to \$275M.

From 1985 through 1989, I also held the positions of SR VP; VP Stores; and Director of Stores.

California Furniture Retail

Executive Vice President

August 1984 – April 1985

Atherton Industries dba Pic-A-Dilly

Vice President of Stores

June 1978 – July 1984

Grew from 110 stores to 260 stores

Positions held:

 Vice President of Stores

 Director of Stores

 Men's Merchandiser

The Gap

Director of Stores

June 1972 – May 1978

Positions held:

Director of Stores

Operational Audit Manager

Regional Manager

District Manager

Store Manager

Education:

AA in English from College of Marin, Kentfield CA

September 1968 – January 1971

The fundamental pillars of my business philosophy:

- Drive Sales with Quality Brand and Products
 - Dedicate the Organization to Customer Acquisition and Care
 - Develop Unique Intellectual Property
 - Develop a World Class Employee Base
 - Inspire and lead with integrity and competency
-

For references and more detailed information, please visit <http://www.cpwomack.com>