

About the Contributors

Thomas P. Gale

Tom Gale is executive editor and publisher of Modern Distribution Management (MDM), a leading research and specialized information service for wholesale distribution executives. MDM features a twice-monthly subscription newsletter, Webcasts, special reports, a distribution resource-rich Web site, and MDM Advisor—a weekly e-mail news update. Gale was a contributor to *OUTLOOK 2006: An Executive's Companion to Facing the Forces of Change®* and a coauthor of *Stand Out From the Competition! Four Pathways to Differentiate Your Wholesale Distribution Company*. Gale has been covering the wholesale distribution industry since 1992.

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David Gordon is president of Channel Marketing Group, a strategic planning and marketing strategy firm located in Raleigh, North Carolina. Founded in 2000, Channel Marketing Group works with

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distributors and manufacturers, helping clients craft strategies to position themselves for the future, accelerate growth, enhance brand positioning, and better understand their customers and trends through market research.

Gordon is a frequent contributor to *Electrical Wholesaling* and has written for *TED Magazine*, *Progressive Distributor*, *Supply House Times*, and *Modern Distribution Management*. He has presented at NAED's Marketing Conference and Wit's Marketing Conference, and he speaks at distributor and manufacturer meetings and advisory councils.

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Brent R. Grover

Brent Grover is managing partner of Evergreen Consulting, advisors to the distribution channel (distributors, suppliers, and trade associations) on strategic planning, mergers and acquisitions, strategic pricing, and profit improvement. He also serves as a director of several companies. Grover has written five books for the NAW Institute for Distribution Excellence, as well as numerous articles about distribution management for industry publications. He is also a popular speaker at wholesale distribution industry gatherings. Grover is the most recently appointed of the four NAW Institute Fellows.

Grover has worked at a national accounting firm, served on the faculty of Case Weatherhead School of Management, and been CEO and co-owner of an innovative and successful wholesaler-distributor.

He served as chairman of National Paper Trade Association (NPTA) in 1993.

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Dave Kahle

Dave Kahle specializes in helping distributors/suppliers grow their sales and develop their people. As a distributor salesperson, Kahle took a new territory to \$5,000,000 in 5 years. He has been the number one salesperson in the country for companies in two industries. As general manager, he grew monthly sales from \$10,000 to \$200,000 in 38 months.

Since 1988, Kahle has trained tens of thousands of distributor sales professionals, authored seven books and 32 multimedia programs, and published more than 500 articles. His credits include: *How to Excel at Distributor Sales*, *10 Secrets of Time Management for Salespeople*, *Transforming Your Sales Force for the 21st Century*, and *Question Your Way to Sales Success*. He is a world-class speaker who has presented in seven countries and 46 states.

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Dr. Barry Lawrence is the program director of the Industrial Distribution Program, the director of the Thomas and Joan Read Center for Distribution Research and Education, the director of the Supply Chain Systems Laboratory, and an associate professor at Texas A&M University. He holds the prestigious Harvey Hubbell Professorship in Industrial Distribution.

As a faculty member of the Industrial Distribution Program, Lawrence is involved in graduate, undergraduate, and professional continuing education teaching activities; funded research projects; journal publications; academic society meetings and publications; and industry presentations. His teaching activities surround classes in lean distribution, supply chain management, and optimizing profitability. Lawrence is a frequent speaker for distribution associations and private firms on a wide range of topics: inventory asset management, best practices, pricing, and optimizing distributor profitability.

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Mike Marks is managing partner of Indian River Consulting Group, a firm that he co-founded in 1987. Marks is recognized for his expertise in one- and two-step distribution channel strategies, supply chain management, and the practical application of real-world technology. In addition to consulting, his experience includes sitting on the boards of several public and private distribution firms, and

serving as an expert witness and an arbitrator. Marks is serving his second term as an NAW Institute for Distribution Excellence Fellow.

Prior to forming IRCG, Marks held the position of executive vice president at Lex Electronics, an \$800 million vertically integrated electronics distributor in Stamford, Connecticut. Before joining Lex, he was director of corporate training and development at Ducommon Inc. in Los Angeles, a \$400 million industrial distribution company. Prior to his distribution career, Marks did a tour of duty as a manufacturer's representative in the automotive aftermarket.

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Jim Miller

Jim Miller has more than a decade of wholesale distribution financial advisory experience. He has worked on financial advisory assignments with more than two dozen leading wholesaler-distributors or private equity funds seeking to invest in wholesaler-distributors. Prior to cofounding Supply Chain Equity Partners, Miller founded, built, and led the distribution practices at two investment banks.

He has been a featured speaker at numerous industry conferences and events, including the NAW Executive Summit and the NAW Billion Dollar Company Roundtable. In addition, Miller is a contributor to leading trade publications, such as *Electrical Wholesaling*, and he authored a chapter in *OUTLOOK 2006: An Executive's Companion to Facing the Forces of Change*®. Excerpts of his work have been published in *Industrial Distribution*, *TED Magazine*, and

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Allen Ray is an accomplished author, speaker, business advisor, and researcher of distribution. He has 45-plus years of experience in distribution, including acquiring, selling, and managing distribution outlets. His hands-on knowledge is extensive and includes data synchronization for cost, sales price, cost plus, and matrix pricing to manage greater profit and growth. Ray has extensive knowledge with private labeling issues and processes. His expertise in national and global account pricing structures, smart card, and loyalty pricing was developed through many years with Trade Service Corporation. He is a frequent contributor to *Electrical Wholesaling* and has written for *TED Magazine*, *Progressive Distributor*, and *Supply House Times*.

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