

ED KINNALLY
Chief Executive Officer
Bauer Hockey, Maverik & Cascade Lacrosse

Who I am....I'm a performance-driven senior executive leader with a proven track record in building and re-energizing brands, exceeding revenue and profit objectives, increasing enterprise value and elevating the effectiveness of teams. I have extensive business success within public and private equity environments in both turn-around and high-growth situations. I have global operating perspective having managed culturally diverse teams in North America and Europe. I have strong financial and operating acumen. I'm performance-driven with a bias on collaboration, business integrity, courage and the desire to create "next". Finally, I appreciate the thrill of constant improvement, the elements of strategic surprise and creating a better experience for all constituents – employees, customers and shareholders alike.

What I am.....I'm a student. I've been fortunate enough to work for some great people and brands in my career. I've learned many things including:

1. The best idea wins – it doesn't matter where it comes from – a customer, a shareholder, an intern. Your job as an executive is to ensure the right decision is made.
2. Be intellectually curious, challenge your peers respectfully and by no means accept something because "that's the way it's done".
3. Hire people that elevate the company's horsepower and will work well together as a team. You need both of those pieces to ultimately be successful. If you only have one of them...you will have a problem.
4. Drive "organizational confidence". As a senior executive this is as important as any one thing you can do.
5. Leadership and authenticity go hand in hand.