



Jeff Ruege

Managing Director

Mr. Ruege has over 25 years of experience in cross-functional leadership and team building in turnaround, start-up, IPO and business growth environments. His career emphasis has been on general management, operations, sales, marketing and business development. His business segment focus includes: multi-channel distribution, hard goods manufacturing, business-to-business technology, and business services. Mr. Ruege has demonstrated significant capabilities in the development and execution of retention, growth and profitability strategies.

Since joining STORM Consulting, LLC over ten years ago, Mr. Ruege has assumed President and VP level interim/transitional executive roles in a number of STORM-managed companies and has provided operations, sales, marketing, product and pricing management consulting services to a majority of the advisory engagements.

Mr. Ruege's focus in STORM engagements includes leading, facilitating or contributing in the following areas:

- Sales & Service
- Marketing
- Customer Retention, growth strategy development, & implementation
- "Inception to Service" Product Line & Program Management
- New Product Introduction
- Pricing Improvement Strategies & Tactics
- Forecasting & Business Planning
- CRM Systems Implementation
- Expense Savings, Cash & Inventory Management
- Operations Management

Prior to joining STORM, Mr. Ruege was the President and COO of Edaflow, an Atlanta based ASP start-up, using internet technology to provide cost justified software solutions to targeted manufacturers, distributors and retailers. He also served on the Board of Directors.

Mr. Ruege had a progression in job scope and responsibility at MLX / Pameco, a \$625 million national distribution company. He began as Director of Operations, moved to VP of Marketing and then on to Business Unit VP, where he introduced a private brand product offering that generated over \$30M in revenue in its first year. Mr. Ruege also negotiated over \$10M in working capital savings and achieved 15% business unit growth on a same store basis. He was then promoted to V.P. and General Manager, Strategic Business Units, where he was an active player in the coordination and execution of the company's growth strategy. The business nearly doubled in size in four years with sustained operating margins.



Mr. Ruege worked for Rockwell, a Fortune 100, \$12 billion, multi-industry company. He gained leadership and P&L operating experience and was promoted 4 times in 9 years. He held positions in territory sales, product management, sales and marketing management and field operations. Mr. Ruege was also with Gould Inc. a \$3.0 billion, multi-industry company, where he gained knowledge and exposure to national retail and independent customer channels.

Mr. Ruege graduated from Colorado State University with a B.S. degree in ICM. He earned an MBA from Michigan State University and successfully completed Duke University's Advanced Management Program.