



Chris van Ee

Managing Director

Mr. van Ee has spent many years at executive level positions in numerous disciplines including marketing, finance, manufacturing, distribution and all aspects of the supply chain. He has provided leadership to bring organizations together during assimilated acquisitions, organizational and cultural changes while meeting company goals.

During Mr. van Ee's 10+ years at STORM Consulting, LLC he has participated in all levels of client involvement, including short advisories and assessments with many client companies. He has been engaged with a great deal of project work including consolidation of manufacturing plants and distribution centers, managing these moves to completion; numerous supply chain value programs, resulting in lower prices and fewer suppliers; organizational overhauls to streamline companies; functional due diligence; logistical reviews; and manufacturing productivity improvement. Mr. van Ee has developed a 360° supplier review program that has always produced substantial results for the clients. Recent supply chain reviews reduced two mid cap builders' cost of goods sold by 11.4%.

Mr. van Ee's focus in STORM engagements includes leading, facilitating and contributing to the following areas:

- Domestic and international new program sourcing
- Plant rationalization and consolidation
- Bill of material improvement
- 360° review programs to streamline activities & improve profitability
- Overhead reduction programs
- Managing the "bounce" on emergence from Chapter 11
- Launching of new products
- Inventory reduction & improved turns
- Supply chain term enhancements
- Waste and quality improvement
- Improvement in margins through product option availability
- Creation of key operating parameters

Mr. van Ee has assumed the following positions in association with STORM's custom interim/transitional management services: Senior Vice President and General Manager of a large multi plant plastic molder; Vice President of Operations for a large equipment manufacturer; Chief Executive Officer for a large supplier to Home Depot, Lowe's and Wal-Mart; and numerous advisory and board positions.



Prior to joining STORM, Mr. van Ee served as COO of WF Orr & Company where he directed the domestic and international operations of a \$300M supply chain. While with WF Orr, Mr. van Ee focused efforts on improving operational efficiency and sales. These efforts resulted in a 30% increase in sales and a 19% reduction in overhead.

From 1997-1999 Mr. van Ee was president of Pameco Corp's Southern Division, the company's largest operating group. During this time, Mr. van Ee's division grew its core business profits 18% over the prior year. Before this, he served as VP and General Manager for Pameco's Refrigeration Business Unit and increased revenues by 13% and margins by 17%. In addition he reduced logistics costs by 29% while serving as VP of Materials and Logistics where he directed all purchasing, inventory control, distribution and fleet management.

Mr. van Ee's earlier career included operations and purchasing related positions with Mars Inc. and Ford Motor Company. Mr. van Ee graduated from Eastern Michigan University with a BBA in Labor Relations and a minor in Accounting. He received his MBA in Finance also from Eastern Michigan University.