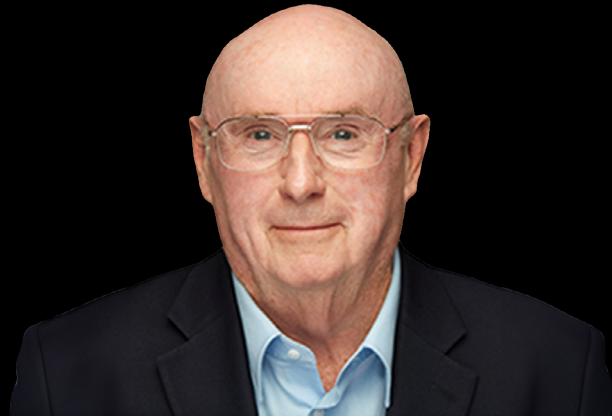


# Marty Holleran

**Board Member Emeritus**  
The ExCo Group

**Former President & CEO**  
Electrolux Home Care Products NA



Marty Holleran is a transformational former CEO and board director. He brings over 25 years of executive experience as a Corporate Officer with G.E., running multibillion-dollar divisions for one of the world's most recognized brands and leading multinational companies and fast-growth startups through IPOs and turnarounds. He has worked with CEOs, C-suite executives, and senior leaders in the telecommunications, entertainment, semiconductor, food manufacturing, construction, engineering, pharmaceutical, and energy industries.

Holleran's foray into the executive coaching space began as President and CEO of Merryck & Co USA, which would later become The ExCo Group. He currently serves as an ExCo Mentor and Board Member Emeritus.

Holleran served on for-profit and non-profit boards throughout his career, including Emerson Radio Inc., Innoalarm, GFR Consulting, St. Joseph's College, and Catholic University.

He most recently served as President and CEO of Electrolux Home Care Products NA and successfully executed a complete turnaround of the company, which increased the overall competitive positioning of the business.

While at Genca, a subsidiary of General Cable Corp, Holleran served as President and CEO, where he led a significant turnaround and restructuring for this wire and cable industry business, resulting in its successful sale to a major competitor.

Holleran previously served as President and CEO of InnovAlarm, a fast-growing startup venture developing audio detection technology. Before this role, Holleran served as CEO for Projectavision, a hi-tech pioneer in HDTV, and eventually led the company through its IPO. Previously, as President and COO of Emerson Radio, Holleran oversaw this publicly traded company through a hostile corporate takeover.

Holleran was named President and CEO of Thomson Consumer Electronics Sales and Marketing Company after a major transaction with G.E.'s consumer electronics business. Thomson was the #1 U.S. consumer electronics company at the time, with more than \$3B in revenues. Under his leadership, Holleran restructured the entire business while developing a world-class sales, marketing, and distribution organization.

Holleran enjoyed a 26-year career with G.E., leading numerous operating divisions, culminating in his role as a Corporate Officer. His tenure included being selected by G.E. for the Presidential Executive Interchange Program in Washington, DC, where he held a key government leadership role as a Deputy Administrator at the Department of Agriculture. In addition, Holleran successfully led a \$5B P&L for G.E.'s major appliance sales and marketing business.

When his two grandchildren were diagnosed with a rare form of muscular dystrophy, Holleran established the Children's Pompe Foundation with his son-in-law, an organization that funded the research for the cure of this disease. As a result of the foundation, a company was formed and then acquired by Genzyme, culminating in a federally funded drug for the disease. Thousands of children around the world have benefited from this, including his grandchildren, who are now living healthy, fulfilling lives.

Holleran has received the "Torch of Liberty" Award from the Anti-Defamation League and was named to the Irish Business 100 Top Executives. Additionally, he served on the Board of Regents at Catholic University and the Board of Directors of St. Joseph College. He is also the President of the Holleran Assoc.

Holleran earned his B.S. from the University of Scranton and a master's in electrical engineering from the University of Delaware. He is married to his wife, Kathy, and has three adult children. He is also the published author of the book "Well Lived," which chronicles both his personal and business life.



Marty's driving mission was to help me succeed. Trusting him gave me the confidence to work through a variety of issues with a very capable and seasoned professional whose only concern was me. The best analogy I can think of is the relationship between a golfer and his caddy. Except in this case, the caddy was a former champion who had played the game at its highest levels.

— **CEO,**  
**National Food Manufacturing Company**

