

# Charles Huebner

**Former President, CEO &  
Board Member**

Syng  
Jacuzzi Brands LLC  
Dacor

**Former President**

Activision Studios  
Hasbro



Chuck Huebner is a seasoned executive with a distinguished career leading organizations spanning consumer products, technology, and manufacturing. He has a strong track record of driving organizational transformation and growth, having led successful turnarounds, strategic expansions, and operational realignments at prominent companies including Jacuzzi Brands, Dacor, Activision (NASDAQ: ATVI), Hasbro (NASDAQ: HAS), and The Coca-Cola Company (NYSE: KO).

In addition to his work as an ExCo mentor/coach, Huebner most recently served as President and CEO of Syng, a next-generation spatial audio technology company. He previously served as President and CEO of Jacuzzi Brands LLC, where he led strategic acquisitions to strengthen the company's market presence in wellness and hydrotherapy. Prior to this role, Huebner was CEO/President of Dacor, Inc., the luxury appliance manufacturer, where he led a successful turnaround of the business and subsequent sale to Samsung.

In addition, Huebner served as SEVP at Westfield LLC, the world's largest REIT. Huebner was responsible for operations of Westfield's \$16B US portfolio including 7,000 tenants and a 700-person team. During this time, he led the rationalization of the organization into a regional format, eliminating over \$15M in operating costs and re-establishing new marketing/media initiatives.

Huebner also spent 7 years in the games/entertainment arena. As Head of Worldwide

Studios at Activision, he directed the development of record-breaking game releases, achieving \$1.5B in annual revenues. He previously served as CEO/President of Hasbro's hobby game business Wizards of the Coast, Inc. where he turned around a company that was losing \$30M a year. Within two years he had returned the company to profitability and made it the most profitable segment of Hasbro. This success was what ultimately led to his recruitment to Activision.

Earlier, Huebner was with The Coca-Cola Company where he led business development efforts, including the \$2B restructuring of the Japanese bottling system, living with his family in Tokyo. Huebner began his career with Procter & Gamble where he honed his sales and brand management skills. An entrepreneur at heart, Huebner also co-founded ERS International, a pioneer in the supermarket electronic shelf-edge label industry, guiding the company from start-up through a successful IPO.

Originally from Westport, Connecticut, Huebner holds a bachelor's degree from Hamilton College and an MBA from The Wharton School at the University of Pennsylvania. He serves on the boards of the USC Marshall School of Business and the USC Caruso Catholic Center. Huebner lives in Los Angeles with Lucy, his wife of 32 years. They share two adult sons. In addition, Huebner is a Knight in the Order of Malta and a member of Legatus International, an international organization of Catholic CEOs.