

The key is understanding how to turn data into information and how to make decisions about the results.

James M. Kilts

Former CEO,
The Gillette Company



HIGHLIGHTS

James M. Kilts has a worldwide and **world-class reputation** as a business leader. Dubbed a “brand mechanic” by *The Wall Street Journal*, he is especially well-known for **reviving brands** and **turning around established companies** like Nabisco and Gillette.

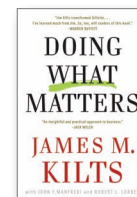
Known for his decisive management style and keen focus on **business essentials**, Mr. Kilts is a proven and invaluable resource on the **full range of business topics**, including leadership and management, strategy and business growth. He has especially strong and broad success in **consumer marketing and branding**.

James Kilts delivers **results**. He successfully integrated the Kraft and General Foods divisions within the Philip Morris Companies. As president and CEO at Nabisco, he revitalized several famous but flagging brands, introduced successful new brands, and gained market share for virtually every product line. He did the same thing as CEO of Gillette, increasing sales 5% in the first year and almost 10% in the next, and increasing stock price by 20%—then led Gillette’s acquisition by Procter & Gamble.

Currently, James M. Kilts is a Founding Partner of Centerview Partners, a private equity and financial advisory firm.

He is the coauthor of *Doing What Matters: The Revolutionary Old School Approach to Business Success and Why It Works*.

He serves on the boards of several major corporations and institutions.



CREDENTIALS

Former Chairman and CEO, The Gillette Company

Former executive vice president, Nabisco Holding Corporation

Former president, Phillip Morris Companies Food Operations

Senior vice president, strategy & development, Kraft USA & Oscar Mayer foods

Former president, Kraft General Foods

Founder & major donor, Kilts Center for Marketing Research and Chairman, Council on the Graduate School of Business Trustees, University of Chicago

World-class, successful CEO

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LEADERSHIP ■ MANAGEMENT

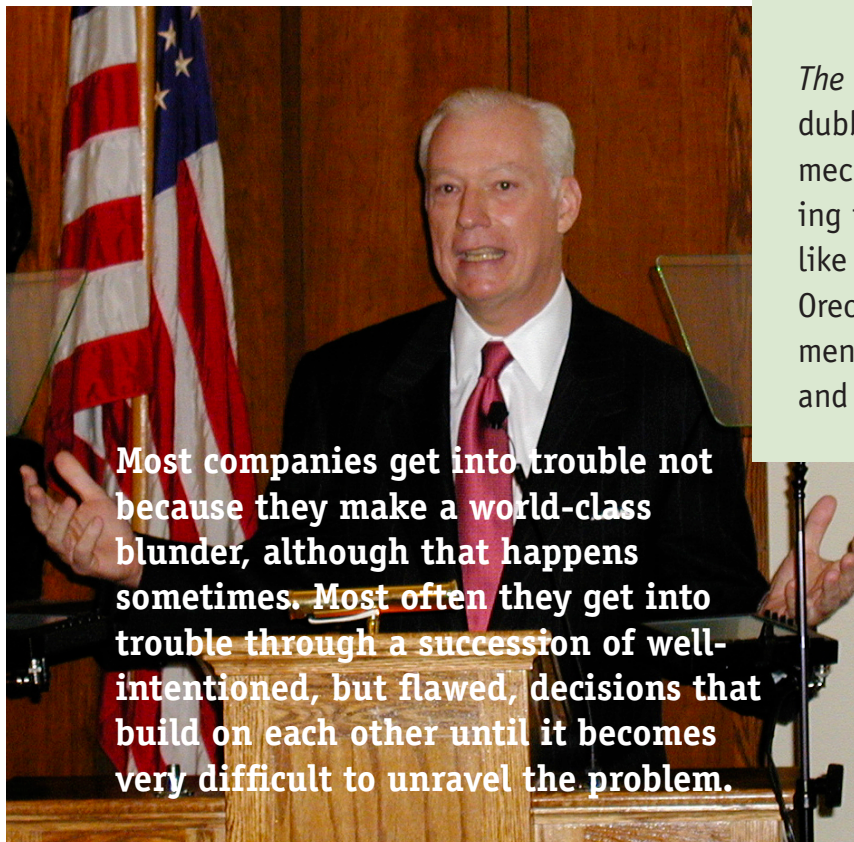
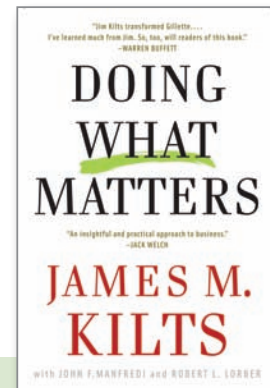
Former CEO, The Gillette Company

THE KEYS TO SUCCESS

Four keys to success: integrity, enthusiasm, action and understanding, plus effective communication.

Four steps in a turnaround:

1. Evaluate your company honestly,
2. understand your customer,
3. analyze, decide, and act quickly, and
4. personally motivate your team for achievable change.



The Wall Street Journal once dubbed James Kilts a “brand mechanic” for his skill at reviving famous but flagging brands like Oscar Mayer, Kool-Aid, Oreos, and Lifesavers—not to mention companies like Nabisco and Gillette.