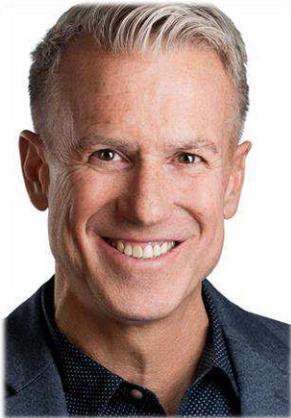


**GLEN DALL** BIOGRAPHY**GLEN DALL**

Glen Dall is a successful CEO with an inspiring personal story and hard-won experience stepping in to lead the turnaround and growth of a publicly-traded company. Today Glen is the founder and leader of Apex North Business Coaching, dedicated to helping others grow their careers and companies Apex North picks up where consultants, business groups, and frameworks like EOS leave off.

The experience inspired him to create Apex North, in a way, to help his former self and others in the CEO seat. Glen and Apex North work with CEOs to help them:

- Find the path forward and set the vision for their company
- Strengthen their leadership team and get the team engaged in the vision
- Keep the team focused, accountable, and executing on the vision every day.

An avid road cyclist and skier, Glen and his wife Shelly enjoy traveling, dining and sending time with friends. They are proud VRBO and AirBnB hosts of a rebuilt 1926 Craftsman bungalow in Minneapolis. Glen & Shelly have two creative children, Collin & Annick

**Executive Summary**

After climbing the ladder in the automotive industry from factory worker to manager, Glen transformed his career and life by putting himself through college. He dove into marketing and sales, quickly earning a reputation for taking on challenging roles and growing revenue, customers, and teams. He helped grow a \$400M private company to \$2.4B through an IPO, international expansion and product

diversification. Next tapped to lead the turnaround of an ailing public company as COO and then CEO, Glen and his team took the company from multi-million-dollar losses to profitability and 40% growth in 18 months.

**Industry Specialties**

- Marketing and Sales
- General Contracting and Real Estate
- Consumer packaged goods and retail

**Coaching Specialties**

- Strategy
- Leadership & Team Development
- Execution

**Specific Expertise**

- Public Company CEO
- Growth Strategies
- Start Up and Successful Exit
- Leadership Skills
- Personal Visioning & Career Planning

**Current**

- CEO Apex North Business Coaching
- Certified Four Decisions® Coach, Gravitas Impact Premium Coaches

**Past**

- Founder, President & General Manager, SuiteHaus
- Consultant, Consumer Packaged Goods/Retail
- CEO, Insignia Systems, Inc. (ISIG on NASDAQ)
- Sales Director, Valassis Communications, Inc. (VCI on NYSE)
- International Sales Director, Europe, VCI

**Education**

- Certified Consultant, Innermetrix ADVanced Insights
- BA in Marketing & Communication, University of Michigan