

**MACK L. HOGANS, LLC**  
**CONSULTING SERVICES**

**Introduction and Recommendation for Stephen Conwell**

I am very pleased to provide this introduction and recommendation for Stephen (Steve) Conwell.

I have known Steve for many years and know him to be a highly effective professional and leader. Steve and I first met when we were colleagues in the Eastern Region Sales and Marketing Organization for Weyerhaeuser Company. Steve's exceptional results and success led to many promotions in the Company including National Accounts and General Manager for Weyerhaeuser in New England.

I followed Steve's career as he joined Home Depot. Because Home Depot was a valued Weyerhaeuser customer, Steve's path and mine would often intersect when I was Senior Vice President for Weyerhaeuser. Home Depot was fortunate to have Steve as an executive in their Global Product Merchandising organization. He was very instrumental in helping Home Depot position itself as a responsible environmental and sustainable Company at a time when the market was penalizing companies that were not so positioned.

Steve's skills in sales, marketing and merchandising are more than impressive. However, Steve is much broader. He has seen success with the PGA Tour Superstore and The Southern Forest Products Association, and IBIS CONSULTING, LLC in addition to Weyerhaeuser and Home Depot. He is an excellent communicator, problem solver and an innovative and visionary thinker. He is an excellent manager and leader that has established and worked in high performing teams. He is tuned in to the marketplace and has the analytical and planning skills to develop and implement successful strategies.

Steve is a proven broad-gauged professional. He makes his employer and colleagues better. He knows how to deliver results. If I can offer any additional information about Steve for your consideration, don't hesitate to contact me.



**Mack L. Hogans**  
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