



## Charles Pelanne

Charles Pelanne, formerly an executive with Union Carbide Corporation and Advanced Ceramics Corporation, brings over 24 years of worldwide general management, sales and marketing experience, along with skills in strategic thinking. Mr. Pelanne holds a B.S. degree in economics from the University of Paris (France) and an M.B.A. from Georgia State University in Atlanta.

As a salesman and Sales Manager at Union Carbide France's Carbon Products Division (1976-1979), Charles Pelanne was recognized for his record of penetrating existing accounts as well as expanding new accounts throughout Europe.

As General Manager (1980 -1983), he helped position the affiliate as the most profitable European business unit through improved productivity and customer responsiveness.

Mr. Pelanne and his family relocated first to the US in 1983 at Union Carbide's HQ in Connecticut and then to Cleveland, in 1988, as General Manager of its Advanced Ceramics unit, a maker of high-tech specialty materials.

In 1993, Mr. Pelanne and his management team made a successful leverage buy-out of the company assisted by a Cleveland-based group of investors.

During his tenure at Advanced Ceramics, Charles led efforts that resulted in double-digit growth of Sales and Profits. The key strategy was the leveraging of the company's technologies through the marketing and sales of new and existing products for new applications and markets. General Electric Specialty Materials Division acquired Advanced Ceramics Corporation in November 2002.

Over the course of a four year association with RSR International, Inc., Charles Pelanne provided strategic management consulting. In diverse manufacturing and service situations, Mr. Pelanne successfully executed numerous assignments in the US and Europe helping executives focus and align their organizations on new strategic directions and/or new market penetration strategies.