

## **Bob DeRoose, President and CEO, Kobrand Corporation**

Bob DeRoose assumed the Presidency and C.E.O. position on January 1<sup>st</sup>, 2010 after a storied track record of over 27 years with Kobrand. Bob was hired in 1983 fresh out of graduate school to assume street sales responsibilities in Chicago (his home town). Bob is a graduate of DePaul University where he double-majored in Finance and Marketing and stayed on to work his way through the DePaul MBA program. Having secured street sales experience and an understanding of Kobrand's sales systems, Bob moved to Phoenix in 1985 to assume sales management responsibilities for Arizona and Nevada. In 1987, Bob was promoted to the position of Pacific Division Manager, managing eight Northwest states and Northern California (based out of San Francisco). In 1990, Bob returned "home" to Chicago to oversee the Central Group, the second largest sales territory at Kobrand. In 1996, Bob was promoted to Assistant to the President, a role in which he was tasked with designing and driving the construction of the Kobrand sales and technology systems as well as overseeing all administration functions. In 2003, Bob assumed the additional responsibilities of National Sales Manager and in 2006 those responsibilities were expanded to include export / global sales, at which time he became Kobrand's Chief Operating Officer, Director of Corporate Sales.

Bob lives in Weston, CT with his wife Susan and when not working can be found salt water fishing on the flats of Key West, FL.