



CCA Global Partners®

BIOGRAPHY: CHARLIE DILKS

Chief Product Officer CCA Global Partners

Charlie Dilks is Chief Product Officer for CCA Global Partners, one of the largest privately held companies in the United States. As Chief Product Officer, Dilks oversees the product development and delivery processes for CCA Global Partners' floor covering divisions. He acts as the main liaison between the vendor community and CCA global Partners. Dilks brings a historical knowledge of the industry, a global perspective, and relationships that span retail, distribution and manufacturing, as well as an understanding of the unique mission of a buying cooperative.

Prior to this appointment, Dilks was Chief Operating Officer for Carpet One Floor & Home, North America's largest floor covering retailer, and President of Carpet One Floor & Home Canada. Like Carpet One Floor & Home in the U.S., Carpet One Floor & Home Canada is an industry leader in Canadian markets, providing consumers with a high level of products and services.

Dilks helped propel Carpet One Floor & Home in the U.S. and Canada into the largest floor covering retailer and the seventh largest home furnishings retailer in the industry with more than 1,000 locations worldwide and sales of more than \$3.9 billion. He also was instrumental in executing a multi-faceted branding program that included both store branding and marketing of proprietary floor brands such as Good Housekeeping, Liz Claiborne Home and Lees. Dilks also helped to establish SelectAFloor™, a revolutionary simplified selling system that organizes product by lifestyle and warranty categories to make floor shopping easy and enjoyable for consumers.

Dilks has extensive experience in the floor covering arena and spent his entire career in the industry, including a 15-year tenure with what was once the largest floor covering specialty retailer in Canada culminating in his appointment as President. He also developed a successful outlet format for a major flooring manufacturer and was a consultant for the window treatments and wall coverings industries.

Dilks lives in Burlington, Ontario and commutes to the company's corporate offices in St. Louis, Missouri.