



CCA Global Partners®

BIOGRAPHY: DEAN P. MARCARELLI

Chief Marketing Officer CCA Global Partners

Dean Marcarelli is Chief Marketing Officer (CMO) for CCA Global Partners, one of the largest privately held companies in the United States. Marcarelli's known for his ability to take brick & mortar and web-based businesses and successfully market them in today's ever-changing communications environment. Marcarelli's strategic approach is always grounded in a blended philosophy of both traditional and Web 2.0 marketing initiatives. Marcarelli's experience ranges from repositioning established multi-billion dollar consumer brands to conceiving and launching social media sites with zero awareness. Marcarelli has a particularly strong background in helping entrepreneurs and independent businesses successfully compete against big box retailers.

In his current role as CMO at CCA, Marcarelli was part of the founding team in the conception, incubation, development, and launch of three Web 2.0-based businesses, including a multi-million dollar e-commerce business. He is also the catalyst for creating an internet based centralized marketing function over CCA's multiple affiliate brands with the sole purpose of driving better results and financial ROI for each of the businesses. Today, CCA is comprised of 15 affiliated companies including Carpet One Floor & Home, FloorExpo, Flooring America, Stone Mountain Flooring Outlet/GCO Flooring Outlet/The Floor Trader, International Design Guild, Lenders One, Lighting One, ProSource, Rug Décor, Flooring Canada and The Biking Solution.

In his tenure at CCA, Marcarelli has held numerous senior executive level positions. In these roles he has overseen marketing, advertising, merchandising, operations, brand management, and franchise development. Prior to joining CCA Global Partners, Marcarelli held senior marketing positions for other national home furnishings brands. He began his marketing career in 1985 at Southern New England Telephone Company in New Haven, CT.

He is based in the company's corporate office in Manchester, New Hampshire.