



CCA Global Partners®

BIOGRAPHY: SANDY MISHKIN

President CCA Global Partners

Sandy Mishkin is President of CCA Global Partners, one of the largest privately held companies in the United States. Mishkin's keen understanding of product development coupled with his merchandising prowess has allowed CCA to introduce exclusive products and brands that set the company apart from its competitors. He led the charge to win the exclusive rights to the much coveted Bigelow name—America's oldest and most respected carpet manufacturer. This venture proved to be a cornerstone of Carpet One Floor & Home's success. What's more, Mishkin was instrumental in forging the agreements giving Carpet One Floor & Home exclusive rights to the revolutionary Relax, it's Lees® brand as well as the driving force behind the industry's first no exclusion stain warranty—the Ultra25® Stain Technology, which boasts a 25-year warranty.

Prior to the inception of CCA Global Partners in 1984, Mishkin was Vice President of merchandising at Horizon Mills. He also served as Vice President of merchandising at Trend Mills and as a buyer specializing in floor coverings/furniture for E. J. Korvette.

Mishkin is also co-founder of the Scott G. Mishkin Foundation, to honor his son, Scott, who passed away in January 2001 after a long battle with desmoplastic small round cell tumor, a rare form of cancer. The foundation is currently developing a website to offer guidance to families who are dealing with a loved one recently diagnosed with a rare cancer. The organization also provides funding to Camp Sunshine, a camp for children with cancer.

Mishkin is also a Co-Chairman of the Anti-Defamation League (ADL). The New York City native is a graduate of New York University, where he earned a Bachelor of Arts degree in economics in 1962. He now resides in Atlanta.