



Charlie Dilks is Chief Product Officer for CCA Global Partners. As Chief Product Officer Dilks oversees the product development and delivery processes for CCA Global Partners' entire floor covering divisions. The role of Chief Product Officer requires historical knowledge of the industry, a global perspective, relationships that span retail, distribution and manufacturing, and 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.

As Chief Operating Officer, Dilks has helped Carpet One Floor & Home grow into the single largest floor covering retailer and the seventh largest home furnishings retailer in the industry with more than 1,000 locations nationwide and sales of more than \$3.9 billion.

In 1997, Dilks joined the Carpet One Floor & Home team as President of Carpet One Floor & Home Canada and has helped lead the company to grow into the largest floor covering retailer in Canada. In his role of Chief Product Officer, he has helped the company expand its presence through a multi-faceted branding program that includes both store branding and marketing of proprietary flooring brands such as Tigressá™ SoftStyle 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. 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.