



## Company Backgrounder and Management Biographies

[Ply Gem](#), headquartered in Cary, N.C., is committed to helping North America's homebuilders, remodelers, architects, distributors, dealers and retailers do more than build homes. Ply Gem wants to help them build their business. The company offers an unmatched solution to exterior building product needs with a portfolio that includes leading window, door, siding and accessories, stone veneer, fence and rail brands so there is something for every project.

The company's siding group is a leading manufacturer and marketer of premium vinyl and aluminum siding and accessories, fencing, and railing brands including Mastic<sup>®</sup> Home Exteriors, Variform<sup>™</sup>, NAPCO<sup>®</sup>, United Stone Veneer, Kroy, Cellwood<sup>®</sup>, Georgia Pacific, DuraBuilt<sup>®</sup>, Richwood<sup>®</sup>, Leaf Relief<sup>®</sup> and Monticello<sup>®</sup> Columns. Ply Gem Windows manufactures and markets vinyl, vinyl-clad, wood-clad, and aluminum window and patio door brands including Ply Gem<sup>®</sup> Windows, CWD<sup>®</sup> Windows and Doors and Great Lakes<sup>®</sup> Windows.

Ply Gem has over 50 years of building products experience and industry-leading customer service. The company brands are sold through short-line and two-step distributors, pro dealers, home improvement dealers and big box retailers. Ply Gem employs more than 4,700 people across North America. For more information, please visit [www.plygem.com](http://www.plygem.com).

Ply Gem's management team represents extensive leadership and building industry experience:

### **Gary Robinette**

*President & CEO, Ply Gem*

**Key Industry Experience:** Twenty-six years of leadership experience in the building supply industry. Most recently served as Executive Vice President of Stock Building Supply (SBS), a leading supplier of building materials and services to professional contractors. Also was a member of the North American management board for SBS's \$16 billion parent company, Wolseley Plc. Played an instrumental role in growing SBS to \$5 billion in annual sales and served in several senior leadership positions, including president and CFO, during his 18-year tenure at SBS and its predecessor companies. Previously was CFO of Mutual Manufacturing and Supply.

**Other Leadership Experience:** Serves on the advisory board for Harvard University's Joint Center for Housing. Also a member of the President's Advisory Board for Xavier University and the Board of Trustees for Tiffin University.

**Education:** Master of Business Administration, Xavier University; Bachelor of Science, Accounting, Tiffin University; IMD Executive Program.

### **Shawn Poe**

*Vice President & CFO, Ply Gem*

**Key Industry Experience:** Instrumental in establishing Ply Gem's operating structure and shepherding its growth with the acquisition of several companies. Previously served as vice president of finance at Variform.

**Other Leadership Experience:** Twenty-four years experience in managing corporate finances, including previous roles at Nordyne and Federal-Mogul Corporation.

**Education:** Master of Business Administration, Fontbonne University; Bachelor of Business Studies, Southeast Missouri State University.

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**Keith Piques**

*Senior Vice President/Chief Marketing Officer, Ply Gem*

**Key Industry Experience:** Served as vice president of marketing for CEMEX USA, the U.S. business unit of CEMEX, with \$9 billion in sales. CEMEX is the world's largest building materials company with \$23 billion in sales worldwide.

**Other Leadership Experience:** Twenty-one years experience in marketing and sales leadership positions for Fortune 500 companies, including RR Donnelley and Honeywell.

**Education:** Master of Business Administration, Kenan-Flagler Business School, University of North Carolina; MBA global exchange participant, Manchester Business School (UK); Bachelor of Science, Electrical Engineering, Christian Brothers University.

**David Schmoll**

*Senior Vice President, Human Resources, Ply Gem*

**Key Industry Experience:** Nineteen years of human resources leadership experience in the building supply industry. Most recently served as vice president of HR at Wolseley – North America, a \$16 billion construction and building supply company made up of Ferguson, Stock Building Supply (SBS) and Wolseley Canada. Previously held several HR management roles at SBS.

**Other Leadership Experience:** HR leadership positions at Reynolds & Reynolds, a Fortune 500 company.

**Education:** Bachelor of Business Administration, Personnel Management and Organizational Behavior, University of North Texas; Duke University Executive Program; IMD Executive Program.

**Lynn Morstad**

*President, Ply Gem Window Group*

**Key Industry Experience:** Instrumental in the leadership and sale of MW Manufacturers to Ply Gem, served as MW's CFO and COO during a three-year tenure.

**Other Leadership Experience:** Finance leadership positions prior to joining Ply Gem held at Ralston Purina, Newell Company and Cadbury Schweppes.

**Education:** Bachelor of Business Administration, Accounting, University of Iowa; Certified Public Accountant.

**John Wayne**

*President, Ply Gem Siding Group*

**Key Industry Experience:** Twenty-four years of management experience in the building supply industry. Joined Ply Gem in 1998, and served as vice president of sales and marketing for Variform and Napco before being named President of Ply Gem's siding business in 2002. Also worked for Armstrong World Industries in a number of leadership positions, including vice president, sales – North America.

**Other Leadership Experience:** Current chairman of the Vinyl Siding Institute.

**Education:** Bachelor of Business Administration, Finance and Marketing, University of Wisconsin.

**Bryan Sveinson**

*President, CWD Windows and Doors, Canada*

**Key Industry Experience:** Twenty-three years of management experience in the manufacturing industry. Joined CWD in 1993, and served successive leadership positions as vice president of finance and vice president of business development before being named President in 1999.

**Other Leadership Experience:** Past director of the Canadian Window and Door Manufacturers Association.

**Education:** Bachelor of Commerce, Finance, University of Calgary; Certified Management Accountant.

**John Stephenson***Senior Vice President East, Ply Gem Windows***Key Industry Experience:** Currently responsible for leading eastern sales efforts for Ply Gem's new construction and replacement window brands. He is focused on bringing the former individual sale and national accounts teams together into one Ply Gem Window group sales force and creating a stronger selling proposition in the competitive window marketplace.**Other Leadership Experience:** Served as president of Kroy Building Products. Worked for Milgard Windows as regional general manager in Fredericksburg, Va., and director of marketing in Tacoma, Wash.**Education:** Bachelor's degree in marketing and communications, minors in Japanese and business, Washington State University**Jeff Klein***Senior Vice President West, Ply Gem Windows Group***Key Industry Experience:** Before assuming his current position, served as president of Great Lakes Windows and Ply Gem's Western Window Market.**Other Leadership Experience:** Thirteen years with Milgard Windows in various roles including general manager, regional manager, vice president of organization development and senior vice president. Served as an industry advisor for several private equity companies. Member of the Windows and Doors Manufacturing Association Board of Directors since 2006.**Education:** Master of Arts, Organization Development, Stanford University; Bachelor of Arts, Economics, Stanford University.**Mark Montgomery***Vice President, International Sales***Key Industry Experience:** Currently oversees the sales and marketing strategy for all Ply Gem siding, fencing and window products and brands. Most recently served as vice president, sales and marketing for MW Windows, a Ply Gem company.**Other Leadership Experience:** Held positions of director of worldwide architectural marketing for Solutia, Inc., and was the general manager of the Owens Corning Windows Business.**Education:** Bachelor of Business Administration, Bowling Green State University.**John Buckley***Senior Vice President, Sales, Ply Gem Siding Group***Key Industry Experience:** Currently oversees the sales strategy for all siding brands and product lines owned by Ply Gem Industries, including Alcoa Home Exteriors, Variform, Inc., and Napco, Inc. Served as vice president of sales and marketing for Variform, Inc.**Other Leadership Experience:** Held various sales and sales management positions with Alcoa Building Products and CertainTeed.**Education:** Master of Science, Business Administration, Madonna University; Bachelor of Arts, Communications, University of Michigan**Gary Elliott***Vice President, Sales, CWD Windows and Doors, Canada***Key Industry Experience:** Twenty-seven years of management experience in the building supply industry. Joined CWD in 1989 as regional general manager, before being named vice president of sales in 1992.**Other Leadership Experience:** Before joining CWD, Gary was with Westroc Industries for 17 years where he last served as National Sales Manager.**Education:** Bachelor of Science, University of Calgary.

**Ruben Robles**

*Senior Vice President, Marketing, Ply Gem Siding Group*

**Key Industry Experience:** Ply Gem Siding Group's Senior Vice President of Marketing since 2006. He leads the Product Marketing, Brand Marketing and Installation Training initiatives for all of the Siding Group's Brands.

**Other Leadership Experience:** In 2000, Robles joined Alcoa Inc. as Corporate Development Director for the Packaging and Building and Construction businesses and in 2002 transferred to Alcoa Home Exteriors as the Vice President of Business Development and Retail Sales. Worked for Reynolds Metals Company for 14 years holding various management positions in engineering, operations, sales and business development.

**Education:** Master of Business Administration, Virginia Commonwealth University; Bachelor of Science, Engineering Management, United States Military Academy, West Point.

**Chris Pickering**

*Vice President, Marketing, Ply Gem Window Group*

**Key Industry Experience:** Leads product management, brand communication and channel development. Joined Ply Gem in 2006 as business manager for wood and clad products, MW Windows & Doors.

**Other Leadership Experience:** Before joining MW Windows, Chris was with Eaton Corporation, Pittsburgh, Pa., since 2001 where he held several marketing and product management positions including product marketing manager in the residential products division. Also worked for GE Lighting, Cleveland, Ohio, where he held various sales and marketing positions, including product commercialization leader for Halogen products.

**Education:** Bachelor of Science degree in business administration with a concentration in marketing management, University of Delaware.

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