



Do it Best GROUP™

SHAPING THE FUTURE OF SALES SUPPORT

Aligning our team to serve dealers even better

As Do it Best and True Value continue to come together, we've realigned our Sales teams to be an even stronger engine for driving your products through our dealers' stores. This **team is now organized into three focused divisions—Field Sales, Corporate Accounts & Global Development, and Operations & Sales Enablement**—working together as one powerful selling machine. This structure gives us clearer focus on local markets, complex multi-location accounts, and the tools and analytics that support them, so we can execute programs with more precision and consistency across our worldwide network.

As a valued vendor partner, this means better coverage and better follow-through. **Field Sales, led by Eric Lane**, will be spending more time in stores, with strategically aligned territories and more regional leadership to help drive program adoption, category resets, remodels, and expansions. **Corporate Accounts & Global Development, led by Chris Okapal**, will focus on multi-location, LBM, commercial, and international partners, aligning corporate-level agreements with in-store execution so that your national and key account strategies translate into real retail performance. Together, these teams are positioned to activate your programs faster, support more disciplined rollouts, and turn opportunities into measurable sales.

Behind them, **Operations & Sales Enablement, led by Rob Schmiedel**, is strengthening the backbone that connects your products to dealer success. This division powers project management, analytics, and tools which turn complex data into clear actions at the category and SKU level. That means our Sales teams can walk into a store with real insight into what's selling, what's underperforming, and where your lines can close gaps or accelerate growth. The result is a more capable, better-equipped Sales team that can champion your brands, execute on our shared promotions, and drive profitable growth for you and our dealers alike.