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**June '10 to Present: President LaserPerformance LLC, Director Quarter Moon Inc., (QMI), and Chairman LaserPerformance Group**

As the president LaserPerformance LLC and director of QMI I am accountable for the LaserPerformance businesses in North America, South America, the Middle East, Africa and Asia. LaserPerformance is the largest manufacturer and distributor of sailing dinghies in the world with additional sailing operations that include our global SailLaser educational and sailing access facilities and our Sail & Sport retail operations. In the role of Chairman LaserPerformance Group I am accountable for the management of our corporate charter which brings together all LaserPerformance stakeholders worldwide to enable a competitive organization that will always surpass all expectations of excellence and service. The global organization comprises internal and external participants from markets, sailor representatives, suppliers, sport, benchmark companies and advisors to bring together a range of perspectives and skills. The responsibility of the Chairman is:

1. General – Global Perspective and Topics:
  - a. Performance Sailing and Olympics
  - b. SailLaser
  - c. Retailing
  - d. Leisure
  - e. Long-term Strategy and Initiatives
  - f. Roll-out Strategy and Initiatives
  - g. Advisory and Non-executive
2. Specific
  - a. Global aspects of the brand, business and market including NPD, global marketing, sponsored community marketing, global retail or distribution relationships, e.g. channels, pricing logistics, manufacturing and development opportunities
  - b. Opportunities and issues associated with a specific territory but with global implications
  - c. Substantive territorial or national issues that require the expertise or input of a wider group

**April '08 to December '15: Executive Director, Dory Ventures LLC**

Dory Ventures is a shared services company supporting Maclaren (baby products), LaserPerformance (sailboat manufacturer/distributor), Ronson (gas lighters), Dory Design, Garda / Acela purchasing, manufacturing, logistics and Excelsior (real estate development) companies. My primary role at Dory Ventures is the management of our new product development team for our Maclaren (2008-2012), David Netto (2008-2012), LaserPerformance (2008 – Present) and Ronson (2008 – 2012) brands. This team is comprised of designers, engineers, compliance officers, project managers, technicians and product specialists. Additionally I am entrusted with special project management for the aforementioned brands in roles that include interim management, corporate restructuring, organizational implementation, business strategy and sales strategy. I am also posted as the senior advisor to LaserPerformance sailboats and Maclaren Baby Products reporting directly to the boards of directors.

Examples of my duties include:

- Interim President LaserPerformance sailboats – April 15 through July 14 2008
- Interim CEO LaserPerformance sailboats – June 2010 – June 2012
- Restructure and implementation of the management for the LaserPerformance businesses
- Negotiations for the acquisition of the Simon Cooke brand by Meywin Ltd, (an affiliated company), of Hong Kong
- Materials research and new product Development Maclaren, LaserPerformance, David Netto and Ronson
- Budget analysis and review for Dory Design and Dory Ventures
- Sourcing for Garda and Acela
- Business strategy for Laser Sail and Sport, (a proposed retail arm)

Additionally, my role includes:

- Corporate Social Responsibility – Paul Newman's Hole in the Wall Camps, Maria Fareri Children's Hospital
- Board member to International Laser Class, Club 420 Class, International Sunfish Class
- LaserPerformance Corporate liaison to World Sailing Federation, International Olympic Committee, Royal Yachting Association, US Sailing Team, Intercollegiate Sailing Association, Interscholastic Sailing Association, Chinese Yachting Association and US Sailing Association
- Design management advisor for Dory Design
- Product manufacturing and compliance in the US, Europe and Asia
- Recruitment – Designers, Engineers, Accounting, Project Managers, Operations, Compliance, Special Projects Managers, PR and HR.

#### **December '04 to April '08: AVP Prospective Packaging L'Oreal USA.**

As the head of Prospective Packaging for L'Oreal Corporate Operations North America Zone, my specific mission was to capture and organize breakthrough technology, new packaging, material, product and manufacturing innovations from within and without the beauty category, and to expedite the efficient communication of these concepts to all interested L'Oreal parties in an effort to increase the value of our brands.

Additionally, my role includes:

- N.A. Liaison to Research Packaging and Prospective Packaging Europe
- Invention Review and Management
- Innovation and Ideation Sessions
- Vendor Research and Review
- Member L'Oreal Corporate Operations North America Council
- New Business Opportunities
- Creation of Functional Mock-ups

Notable Accomplishments:

- Principal Architect of Prospective Packaging NAZ
- Speaker on Innovation at the 2007 I-Pack Forum, Paris
- Publisher, Editor and Author of the L'Oreal Publication "IDEAS"
- Creator and Head of the 2006-2007 "Stand Up and Be Heard" innovation contest

**April '97 to November '04: President/Managing Member, Storm Design LLC.**, a consumer product branding firm with an expertise in the cosmetic, health and beauty category.

As President and Managing Member of Storm Design, I was responsible for the management of the firm, sales and administration. I am also an accomplished industrial designer, packaging engineer and project manager. My expertise includes Strategic and Conceptual Marketing, COG Analysis, Package Development, Package Engineering, Component Sourcing and Product Conversion. I am a well regarded speaker on marketing and packaging of consumer products who has spoken multiple times at the HBA Convention in New York City.

Under my management, Storm Design delivered on several key initiatives in Cosmetics:

- Re-launch of Rimmel London, the fastest growing mass color cosmetic brand in the United States and Europe
- Creation of Isabella Rossellini's "Manifesto", a color cosmetics line
- Re-branding of Lancaster Colour, a global color cosmetic line
- Design of the packaging for the Zihl for Men fragrance line
- Creation of Premium by Phat Farm, Russel Simmons Hip Hop fragrance

Storm's client list also includes Coty US, Estee Lauder, Maybelline, The Body Shop, Proctor and Gamble, LVMH and many more.

Work outside of the Cosmetics arena includes:

- Marketing and branding of the "Aleutian Class" of yachts for Grand Banks Yachts, LTD, one of the most recognizable manufacturers of large power yachts in the world. Storm also completed the restructuring and re-naming of the corporate entity.
- Creation of corporate identities for US Tobacco, Drum Hill Capital, Tim Allen Productions and Oroton Sydney Harbour.

**1990–1997: General Manager Utley's Inc.**, a research and development firm with an expertise in packaged goods.

I was responsible for management of a staff of 55 charged with providing engineering and modeling services to the largest marketers and manufacturers of consumers packaged goods on a global basis. Besides general business management, customer relations and new business development, I was responsible for managing all aspects of compliance with OSHA, EPA, DEP, DEC and the FDNY. I successfully challenged the DEC regarding the use, exhaust and disposal of industrial paints and solvents.

- Clients included Estee Lauder, Revlon, Seagram's, Perrier, Coca-Cola, Pepsi, Unilever, Coty, Chanel, L'Oreal, Lancaster and many more.
- Under my leadership, Utley's gross revenues increased from \$2.5mil to \$6mil with overhead appreciably unchanged.
- Instituted the CAD/CAE/CAM programs that have become the mainstay of Utley's business.

**1987-1989: Vice President Utley Graphics Inc.**, a production art studio. Utley Graphics provided comprehensive and finished mechanical art for consumers' product packagers.

I was responsible for sales and client relations, as well as the day to day operations of the business.

- Clients included Poland Spring, Avon, Perrier, General Foods, Elizabeth Arden, Colgate Palmolive, Coty and many more.

**Education**

BA English, Washington and Jefferson College