

Dear USA Judo Nominating and governance committee,

I am writing to submit my nomination for the board of directors as an independent director.

### **My Judo Story**

I began practicing Judo at the age of 4 with Sensei Masayuki Takahama in Puerto Rico, and later trained with Sensei Gerardo Chiu throughout most of my youth and adult career. Coming from a family of Judokas, my brother won a gold medal at the Central American Games and competed in the Pan-American adult championships in Santiago, Cuba. My father was a referee at the Sydney Olympics in 2000 and holds a 7th dan black belt. Clearly, Judo has been an integral part of my life. Throughout my Judo journey, I was the Puerto Rico National Champion for over 10 years, a two-time United States Junior National Champion, and won bronze once. I also claimed the Desert Judo Championship in Scottsdale, Arizona, for three consecutive years. In addition, I earned a bronze medal at the Junior and Pan American Games in Quito, Ecuador, in 1989. I achieved my black belt at 16 but had to retire from the sport when I entered college due to a shoulder injury that required major surgery.

### **My Professional Background**

I graduated from Bryant University with a double major in marketing and management. While at Bryant, I participated in NCAA basketball and track and field. I later earned my MBA in international business from the University of Miami and completed graduate programs at MIT. I have worked with leading multinational companies in the beauty industry, including Revlon, L'Oreal, and Wella. At L'Oreal, I spent 24 years and advanced to senior management, serving as CEO of business units in the U.S. and Latin America, where I lived in Mexico and Argentina. Currently, I am the President of GHD America for the Americas.

### **What will I bring to USA Judo?**

1. Knowledge and experience of the sport and traditions
2. Experience working with boards, especially from the biggest multinational organizations in the world
3. Global managerial and living experience regarding cultures, sports and nationalities
4. CEO experience working with multi-functional departments across all levels
5. Professional beauty industry experience
  - Can help recruit more women into this beautiful sport
  - Experience with social media that will be valuable to promote the sport and make it attractive to all generations including the up-and-coming Gen-Z

- Help to market Judo to a greater audience in the US in anticipation of the 2028 LA Olympics
- Assist in defining and managing key performance indicators (KPIs) to accelerate the growth of new recruits, enhance retention, increase international medal achievements, and boost the sport's media value in the U.S.

**My Keys to Success Working on a Board**

1. Collaboration
2. Open communication without judgment
3. Transparency
4. Leave the ego outside the door
5. Always put the sport first
6. High level of engagement and participation
7. Operate with the highest level of professionalism
8. Always operate with a defined objective that is realistic and measurable

Thank you for your consideration. I am honored to be considered for this amazing opportunity.

With appreciation,

Manuel Montalvo

# MANNY MONTALVO, MBA

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## AREAS OF EXPERTISE

P&L Management  
Strategic Planning  
Global Leadership  
Communication  
Business Development  
Business Transformation  
Growth Strategies  
Cross-Functional Collaboration  
Change Management  
Process Improvement  
Project Management  
Sales Management  
Relationship Development  
Continuous Improvement  
Negotiation  
Marketing

## CHIEF EXECUTIVE OFFICER • PRESIDENT

*Build a framework and cast a compelling vision to equip all business segments and drive shared business success.*

Dynamic and visionary CEO with extensive experience propelling business and financial success. Offer an impressive track record of leading turnarounds and transformations, identifying breakthrough strategies and driving their execution, and accelerating change and growth by implementing new technology.

Model and instill a collaborative business culture through empathetic leadership and coaching. Empower teams through effective training to inspire them to accomplish more than they thought possible. Multilingual in English, Spanish, and Portuguese.

- *Created industry-leading commercial programs used by L'Oréal HQ in Paris for all regions in the world. Invited to train commercial teams in Europe, Asia, and UAE.*
- *Spearheaded turnarounds and managed multi-channel (direct street sales, chains, stores, distributors, B2B, ecommerce) in the US and LATAM.*
- *Led 2 top sales/growth regions in their respective countries for 4 straight years within SalonCentric tenure.*

## PROFESSIONAL EXPERIENCE

**GHD, A WELLA COMPANY • Los Angeles, CA • 12/2022 to Present**

***President – USA & Americas***

Oversee the go-to-market strategy, brand launch, and market share acceleration in the US, Canada, and Latin America. Own the P&L focusing on net revenue, gross margin, A&CP spend, SG&A management, and profit (EBITDA) growth. Provide channel management acceleration for Digital (D2C and Amazon), Premium Retail (Sephora, Ulta, and Nordstrom), and Professional (SalonCentric, Cosmoprof, and regional distributors) channels.

- Launched a new Professional channel in the US and Canada, opened Salon Centric and Cosmoprof BSG as new business strategic partners, and launched a new regional professional distribution network.
- Collaborated to reinvent the brand's media model via an earned, owned, and paid strategy with a perfect city approach, resulting in increased brand awareness and distribution in new markets across the US.
- Selected as a consultant for the Wella professional brand in the US and Latin America. Helped develop a go-to-market strategy that has accelerated market share and growth in the first year.

**L'ORÉAL USA • New York, NY • 10/2015 to 12/2022**

***GM/Senior Vice President, Global Strategic Business Development (1/2022 – 12/2022)***

Appointed into hybrid role combining the scopes of general manager, senior vice president, and global strategic business development. Developed and implemented go-to-market (GTM) brand strategy for the key strategic countries in the world. Led 7-person team.

- Partnered with the local CEO and brand teams in the execution and attainment of KPIs and profit objectives to boost performance and reinvigorate business growth.

***General Manager, Professional Products Division – Mexico (1/2019 – 1/2022)***

Handpicked by CEO for turnaround assignment in Mexico due to demonstrated success. Managed \$80M P&L and 140-member team.

- Introduced a new business model, digital structure (SG&A), and led P&L transformation during the Covid-19 pandemic. Led the total division and all brands to gain market share in the first 3 years of the assignment despite the negative impact of the pandemic.
- Created new partnerships with Sephora and Sally Beauty (Mexico); developed ecommerce for the first time in the division's history, resulting in the reversal of 10-year declining net distribution.

***General Manager, Professional Products Division – Argentina (10/2017 – 1/2019)***

Earned an expanded remit (to functional CEO level) to develop the business strategy, define priorities, and manage the P&L per customer. Negotiated annual agreements and cultivated trusting relationships with key customers. Oversaw 100+ and motivated sales teams for brand(s), ensuring the development of their expertise and know-how.

- Delivered double-digit sales (30%) and units (15%) growth, outpacing performance expectations.
- Achieved financial objectives and increased market share 10% despite the worst economic country crisis in more than a decade and with record inflation levels (45%).
- Recognized in global CEO's mid-year 2018 stakeholder publication for leading the fastest-growing division in LATAM.
- Formed new strategic partnership the Mercado Libre (the "Amazon" of Latin America) to launch ecommerce business, which contributed to achieving \$3M in sales in the first year.

**Senior Vice President, Americas Zone (Latin America) – Mexico (10/2015 – 10/2017)**

Selected by CEO of L'Oréal USA as the first American chosen for an international assignment in Latin America, overseeing all commercial strategies and sales. Worked with each country to develop the omnichannel strategy (sales, stores, ecommerce, and distributor). Managed \$250M P&L, and led team of 2 direct reports as well as dotted-line oversight of LATAM country GMs.

- Designed and implemented sales strategies, programs and metrics targeted at increasing bottom-line growth; increased sales 20% across the region to transform the region into one of the fastest-growing zones in the company worldwide.
- Established Commercial Academy to improve commercial skill sets and commercial results, and to develop strategic alliance and commercial strategies in the execution of the countries' brand launches, promotions. Invited to Paris, Dubai, Japan, and others to talk to and launch these strategies for other regions of the world.
- Provided market intelligence from field operations to facilitate development of new programs, maximize sales and brand potential, recommend product price and assist in the development of promotional programs.

**SALONCENTRIC (subsidiary of L'Oréal USA) • Santa Monica, CA • 1/2011 to 10/2015**

**Senior Vice President, West & Midwest Region (10/2014 – 10/2015)**

Tapped to replicate West-Coast success in the declining Midwest region—serving as the only SalonCentric SVP over 2 regions. Doubled scope to oversee \$400M+ in revenue, 22 states, 400 consultants, 40 district managers, 6 divisional managers, 11 chain-dedicated managers, and 35 brands.

- Drove immediate impact through the new sales structure to transform the declining region to a positive region within 1 year.

**Regional Vice President, West Region (1/2011 – 10/2014)**

Following the purchase of ~90% of the distributors in the US, handpicked by CEO of L'Oréal USA to develop a new sales organizational structure throughout the vertical integration of the disparate distributors to establish 1 cohesive distribution company, SalonCentric.

- Launched a new sales organization/structure that became the model for all the regions in the country. Reversed a previous 5-year downward trend by leading team to achieve double-digit growth, ranking as #1 growth region in the country, increasing market share 5% and door distribution 30% YOY.
- Created leading-edge Sales University, which developed and enhanced skills of the employees in terms of commercial execution, customer management, and promotional selling. Salesforce subsequently earned reputation as "expert sales force" in the industry due to their preparation, targeted approach, and business relationship with customers.
- Managed \$200M P&L covering 7 states in the West Coast, including accountability of all profit, sales, and strategic business and people development for the region. Sold and developed 25+ brands sold by Salon Centric.
- Led more than 200 employees, including distributor sales consultants, district sales managers, divisional sales manager, and chain business partners.

*"During his time at SalonCentric, Manny delivered exceptional double-digit growth – not always easy to accomplish during a period of extreme change and progress for our company. ... When Manny acquired the Midwest region 9 months ago, he led them to build upon their strong foundation to achieve greater success and rise to the top. ... His brand experience has proved invaluable as we've worked to transform SalonCentric from a patchwork of legacy companies to a national, cohesive and consultative sales force. There is still a lot of work to be done, but we are grateful for the work that Manny has done in aligning half of the country with a drive toward excellence."*

**Alejandro N.,  
former General Manager, SalonCentric**

**EARLY CAREER**

**Vice President, Sales | National Director, Sales USA | Regional Manager, Sales – L'Oréal Professionnel, USA  
Regional Sales Manager – LATAM | Territory Manager – Miami, FL – Revlon Corporation**

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**Master of Business Administration, International Business – University of Miami  
Bachelor of Science, Business Management & Marketing – Bryant University  
"Mastering Business Excellence" – MIT Sloan School of Management**