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## **Bernie & Phyl's Furniture Management Bios**

### **Bernie Rubin, Co-Founder and Chairman**

Bernie is not only the company's co-founder and chairman, he is the company's visionary. He oversees and directs all facets of the company's business operations and strategic growth in conjunction with the management team. From his first job cleaning furniture at the age of 14, Bernie always dreamed of owning a furniture store. After running a furniture delivery business with his father for nearly 30 years, Bernie finally got his wish. Using all his savings and everything he could borrow, he (and wife Phyl) opened the first Bernie & Phyl's Furniture in 1983. Today, Bernie & Phyl's Furniture has six retail locations and is one of the most successful furniture retailers in the Northeast.

### **Phyllis Rubin, Co-Founder**

As co-founder of Bernie & Phyl's, Phyl is the heart and soul of the company. She worked tirelessly during the company's early years to help build the business from a small storefront into a major furniture powerhouse. Phyl was involved in every part of the business when it first opened its doors – from buying furniture to working the sales floor to marketing the fledgling company. Today, Phyl serves primarily as a company spokesperson and star (with husband Bernie) of the retailer's well-known television ads.

### **Larry Rubin, Chief Executive Officer**

Larry is responsible for the overall operations of the company including long-term business strategy, real estate acquisitions, business operations, accounting management, and information technology. Larry computerized the entire business including operations, inventory, sales, and other accounting functions when he first joined the company in 1987. Larry graduated from Northeastern University in 1982 with a B.S. in electrical engineering.

### **Robert Rubin, President of Merchandising and Marketing**

Rob handles all aspects of the furniture buying for Bernie & Phyl's six retail stores. He is responsible for merchandise selection, negotiating vendor deals, serving as a liaison with manufacturers, inventory maintenance, and overall monitoring of sales activities. Rob also oversees the company's marketing efforts including working with the company's advertising and public relations agencies and directing overall marketing strategy for the business. Rob joined Bernie & Phyl's in 1985 after graduating from Syracuse University in 1984.

**Robert Pepe, Operations Manager**

Bob oversees the day-to-day operations of the company including furniture delivery, customer service, shipping, inventory control, and warehouse operations. He is responsible for coordinating hundreds of furniture deliveries a day and supervises a large fleet of trucks. Bob worked in the furniture industry for several years before joining Bernie & Phyl's in 1990. He began his career in the U.S. Marine Corp, where he served for four years.

**Michael T. Leonard, CPA, Corporate Controller**

Michael is responsible for the overall management of the financial operations of the company, including financial reporting, planning, corporate budgeting, and tax reporting. Before joining Bernie & Phyl's, Michael spent 11 years as a corporate controller at several publicly held and private companies. Prior to that, he spent six years at a certified public accounting firm. He received his CPA accreditation in the Commonwealth of Massachusetts in 1990.

**Nick Perryclear, General Manager**

Nick manages the store operations at all of Bernie & Phyl's retail locations. His overall responsibilities include staffing and training of management, sales, and office personnel. Nick joined the company in 1997, and has over 25 years of experience in the furniture industry including 11 years at Jordan's Furniture.

**Michael Guidicianne, Visual Merchandise Manager**

Mike is responsible for the overall look, feel, and tone of all of Bernie & Phyl's stores and works closely with Rob to assist in the purchasing of furniture and accessories. He directs a team of designers and together they arrange the furniture/accessories in the stores, determine which merchandise goes into which store, create visually interesting design schemes, and monitor sales activity. Mike joined Bernie & Phyl's in 1999 after spending 24 years in senior visual merchandising positions at Jordan's Furniture. Mike began his career in the furniture business 10 years earlier at the age of 16.