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PBC Friday, 3/1/13 Jay Gould, President & CEO, American Standard Brands

An HBS trained marketing maven reflects on the challenges and rewards of brand positioning.

President's Breakfast Club Friday, March 1, 2013

Jay Gould serves as the President & Chief Executive Officer of American Standard Brands, a leading player in the North American kitchen and bath industry. Jay joined the company earlier this year to restore growth to the iconic brands in the portfolio, including American Standard, Crane, Eljer, Porcher and Jado. American Standard operates over 14 North American manufacturing sites to serve the residential, commercial and renovation markets.



Prior to joining American Standard, Jay developed a twenty five year record of value creation by building brands and organizations around the world. Jay has extensive experience at stimulating growth of billion dollar brands and with driving consumer-inspired innovation. Most recently he served as the Group President of Newell Rubbermaid's Home & Family segment which includes leadership brands such as Rubbermaid, Graco, Levolor, Goody, Calphalon and Aprica.

Prior to joining Newell Rubbermaid, Jay spent his career in the consumer products industry in brand management and general management roles. His experience includes: President, Pepperidge Farm unit of The Campbell Soup Company; Chief Marketing Officer, The Minute Maid Company of The Coca-Cola Company; SVP Marketing, The Coca-Cola Company of Japan; Global VP of Innovation & Portfolio Development for The Coca-Cola Company; and Brand Management at General Mills.

Jay was graduated from the University of Dayton, summa cum laude, and holds an MBA from the Harvard Business School. Jay has three children and resides with his wife in Princeton, NJ.

All members are encouraged to sign-up online for tickets indicating their plans to attend, and to bring guests. The event is free to Sponsors, Patrons, and PBC Members. For other HBS Philly Club Members and Guests of Members, the cost is \$30 when pre-registered in advance, or \$40 at the door.

This event takes place from **7:30-9:00 a.m.** at:

The Union League of Philadelphia
140 South Broad Street - 2nd floor -Lincoln Room
Philadelphia, PA 19102
tel.: (215) 405-9578
www.unionleague.org

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