

International Business: A CEO's Perspective



presented by

Charlie
Eitel

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Exhibit Hall

Global Briefing

presented by:
School of International Studies
Spears School of Business
OSU Foundation

OKLAHOMA STATE UNIVERSITY

About the Speaker

Charles R. Eitel is Chairman and Chief Executive Officer of Simmons Company, the second largest branded bedding company in the world. The Atlanta-based company employs approximately 4,000 associates and operates 22 plants throughout North America. Under Charlie's leadership, Simmons has been recognized by *Fortune* magazine as one of the "100 Best Companies to Work For."

Mr. Eitel is active in many civic and professional organizations, including World Presidents' Organization, International Business Fellows, and Business Executives for National Security. In 2008, Mr. Eitel was named the winner of the 2008 Ernst & Young Entrepreneur of the Year Award for Alabama, Georgia and Tennessee in the Consumer Products Category.

Charlie is the author of two books, *Eitel Time: Turnaround Secrets*, 1995, and *Mapping Your Legacy, A Hook It Up Journey*, 1998. Also in print is *84 Quotes*, a pocket-size booklet of value quotes by Charlie.

A native of Tulsa, Oklahoma, Charlie graduated from Oklahoma State University in 1971 with a bachelor's degree in Business Administration. He was inducted into the OSU Hall of Fame in 1993, the College of Business Hall of Fame in 1997, the OSU Alumni Hall of Fame in 2005 and the Sigma Nu Hall of Fame in 2008. Notably, of the 225,000 Sigma Nu brothers, only 45 have been inducted into the Sigma Nu Hall of Fame.

Mr. Eitel and his wife, Cindy, have three grown children, one grandson and one granddaughter.

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