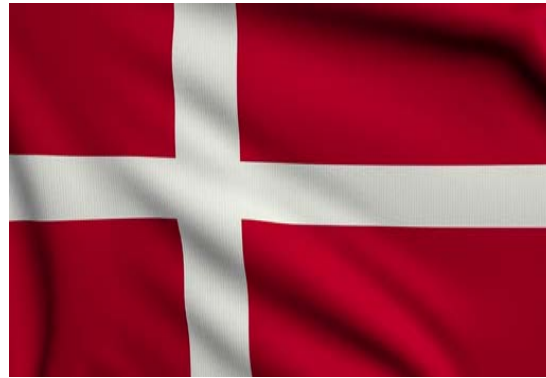




Zean Nielsen

Executive Vice President Sales

ZEAN NIELSEN



Headlines

- Danish, moved to the US in 1999
- 1 suitcase, \$1000
- 39 years old
- Married, 3 kids
- Live in Wilmette, (Chicago)

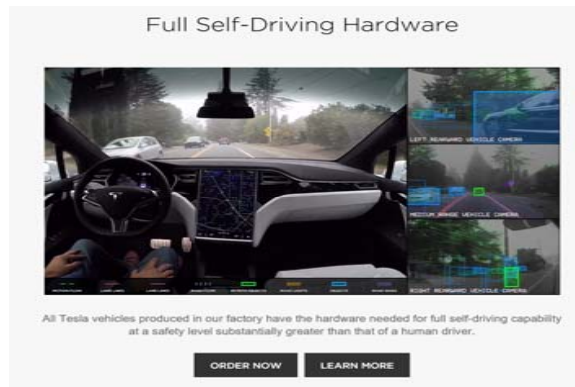
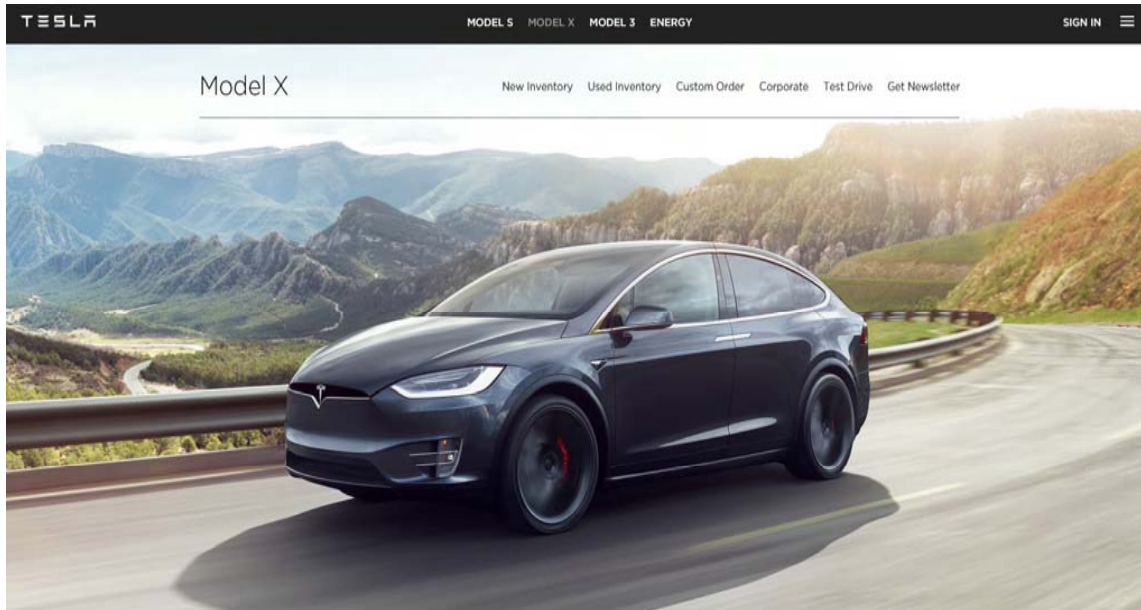
17 YEARS AT BANG & OLUFSEN



Headlines

- International Dist. Development
- VP of Marketing for ROW & Sales for NA
- President of Bang & Olufsen Americas
 - Scaled Retail business
 - Launched B&O PLAY in NA
 - Built Pro Channel: Distributors, Builders, Architects, Designers & Installers
 - Launched Ecommerce for B&O
 - Grew business ~14% p/a during the recession

3 ½ YEARS AT TESLA



Headlines

- Hired to further develop the Sales & Delivery Model for Tesla
- VP of Global Sales Ops & EMEA (EMEA \$2B+ business)
- \$2B to ~\$9B+ and from ~4K to ~25K people
- Opened 9 new countries and 200+ showrooms
- Launched Model X
- Launched Model 3. 350K+ in pre-orders

WHY JOIN JAMES HARDIE

- JH is a great company, and much like B&O and TESLA deeply rooted in product
- Great chemistry with Louis, Mike Hammes and the GMT team
- Excited about the kind of GMT team that JH wants to build. Good fit for skillset
- Solid business with strong EBIT and desire to make a step change
- Able to carry out both geographical expansion as well as M&A
- Untapped opportunities for digital process optimization, as well as revenue growth within existing network of partners
- Open to change/evolve in terms of both product and processes
- Autonomy to lead Sales Org
- Lots of transferable skills
- Chicago based HQ, and able to add value to the team and company

TRANSFERABLE SKILLS & OPPORTUNITIES

Transferable skills

- Built Pro Channel for B&O
- Scaled and managed a large sales force
- Int'l Executive
- Appreciation and understanding for the need to have an aggressive product development roadmap to remain relevant
- Big box retail experience
- Salesforce (SFDC)
- Sales Training / Sales Management tools
- CRM/Digital systems
- Annual Sales & Marketing Planning
- Aggressive infield execution

Opportunities

- Digitalization of platforms
- Integrated Sales & Marketing Programs
- Pace of Play – Execute better and faster
- Defend & Optimize vs just “hunt”
- Advanced & automated Sales Analytics
- PR
- M&A
- Easier to work with; more speed/less friction
- More product via existing channels
- Deeper relationship with big builders & big box partners
- Build out “stickiness” programs

Q & A