

**Samuel E. Bottum**  
**Vice President and Chief Marketing Officer**  
**Snap-on Incorporated**

Sam and his team advance marketing, brand management, innovation, and customer connection efforts across the Company. Sam joined Snap-on Incorporated in 2011 as the General Manager of Innovation Works, collaborating across business units and customer groups on new product development, among other initiatives. Later as Director of Corporate Initiatives, his work focused on marketing, innovation, technical education, and targeted public policy interests for the Company.

Sam's prior experience includes general management, marketing, new ventures, and innovation roles at both start-up and established entities in the for-profit, government, and non-profit sectors such as General Mills Inc. and PepsiCo. He currently sits on boards for SkillsUSA, the National Coalition of Certification Centers (NC3), Inplex LLC, and the Robert F. Kennedy Children's Action Corps, among others. He holds a B.A. from Connecticut College and a M.B.A. from Northwestern University's Kellogg School.

Snap-on Incorporated is a leading global innovator, manufacturer and marketer of tools, equipment, diagnostics, repair information and systems solutions for professional users performing critical tasks. Products and services include hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions for vehicle dealerships and repair centers, as well as for customers in industries, including aviation and aerospace, agriculture, construction, government and military, mining, natural resources, power generation and technical education. Snap-on also derives income from various financing programs to facilitate the sales of its products. Products and services are sold through the company's franchisee, company-direct, distributor and internet channels. Founded in 1920, Snap-on is a \$3.4 billion, S&P 500 company headquartered in Kenosha, Wisconsin.