



C. Brian Hesse
President and CEO Rusal America

Brian joined Rusal America two years ago as President and CEO. He leads all aspect of the business managing \$650 million in revenue per year. He was hired to reestablish, rebrand and lead Rusal's American operations (after US-imposed sanctions were lifted) for the world's 2nd largest aluminum company. He has grown the US team from 7 to 19 employees, created a culture of engagement, transparency, and accountability, secured ISO 9001 certification, and returned sales volumes to pre-sanction levels.

As an industry-recognized leader he establishes, grows and scales multi-million-dollar B2B metal manufacturing and distribution companies into global competitors. Develops and implements the strategic plan, short- and long-term growth roadmap to drive brand preference and enter new markets and verticals. Integrates finance, sales, marketing and business development strategies, catapulting sales growth YoY for high product mix businesses. Manages CAPEX and streamlines manufacturing, product development and supply chain using LEAN and Six Sigma processes to improve logistics, shipping and distribution and ensure exceptional client service delivery.

President and Chief Executive Officer – Rusal America Corporation // 2019 to Present

VP, Sales and Marketing – Vedanta // 2018 - 2019

Global Sales Director – Aleris International (acquired by Novelis Inc in 2020) // 2011 - 2017

Director, Global Accounts – Ryerson // 2009 - 2011

Sales Manager, Transportation & Industry – Alcan Global (now Constellium) // 2008 - 2009

Multiple Commercial Roles (Senior Global Account Manager, Marketing Manager/Product Sales Manager, Contract Sales Rep., Integrations Team Member & Sales Rep.) – Ryerson // 1996 – 2008

- ◆ *Rebranded, relaunched and lead Rusal America's operations*
- ◆ *Built, established, and led Vedanta's North American operations, generating >\$500M in sales in <1 year and \$6.3M in profit.*
- ◆ *Developed, entered, and managed industry verticals and international markets in the US, Europe, Canada, China, India, and Mexico for multiple companies.*
- ◆ *Selected to speak at the 2019 Harbor Global Aluminum Summit on Strategic Market Topics. Honored as keynote speaker for pending 2021 Harbor Global Aluminum Summit.*
- ◆ *Serves and advocates for community associations: United Way Kids' Impact Panel (2006 – 2009), United Way Young Leaders Society (2006 – 2009), United Way Chairperson (led \$225,000 fundraising Campaign in 2005) and Big Brothers Big Sisters (1998 – 2002)*
- ◆ *Currently Serves as a Board Member for Big Brothers Big Sisters of Westchester County, NY (2020-present)*