



# Tony A. Weiss

## FMW Investments & Advisors

Principal  
2006 - Present

## Dell

Vice President - Global Software, Peripherals & Dell Direct Retail  
2006 - 2007

## CompUSA

President & Chief Executive Officer  
1988 - 2006

**Chairman** ■ **Independent Board Director** ■ **CEO & President** ■ **C-Level Executive**  
**Startup & Turnaround Specialist** ■ **Digital Marketing & Multi-Channel Expert**

Tony's career encompasses running start ups, driving explosive growth in small -to- large organizations, and leading turnarounds in distressed divisions and companies. His drive, strategic thinking, people skills, quick learning, and marketing instincts have been showcased throughout his successful 30 year track record across many industries. Beginning his career as an hourly associate and becoming CEO of a Fortune 100 company, Tony has demonstrated the grit and unique ability to accelerate growth. He has sat in every chair in a company giving him a perspective of not only what should be done, but having actually done it.

### Quotes from Team Members

"A rare example of creative genius, operational excellence, and great leadership skills"

"Could be counted on to find solutions to the most difficult of issues"

"Held almost every position at CompUSA and excelled at every level. He had the intelligence to understand the business, develop plans for growth, hire, train, and develop talent. He could execute beyond compare."

"The most innovative and strategic executive I know"

"Has an incredible talent and passion for building businesses and leading teams"

"Tony leads his teams by challenging them beyond their comfort zone, while providing guidance and sound business coaching"

"Brings a laser focus on delivering results"

"Is an outrageously successful corporate transformation leader. Period!"

"He listens and learns quickly, then takes action like no other and produces results"

### 360 Feedback: the Essence of Leadership

#### Culture Builder & People Champion

- The most thoughtful person I have ever met
- Genuine. Finds joy in recognizing people
- Actually says thank you to people
- Great desire to learn business and about people
- Very responsive to people and communication
- Work ethic sets the standard for the company

#### Strategic & Innovative Manager

- Outside the box thinker
- Very Organized, notes, time management
- Managing a huge span of control and doesn't drop any balls. Even keeps all the balls, chest high
- Has been the central drive point for our success
- Fast learner, willing to change and try new things

#### Focus, Tenacity, Grit

- Brought focus to the organization on profitability
- Unique ability to drive people, keep people focused
- Very strategic in setting goals, focusing on execution
- Determination to get us to reach our bonuses
- Tenacious, stamina, and intensity
- Drive, energy, and passion for the business

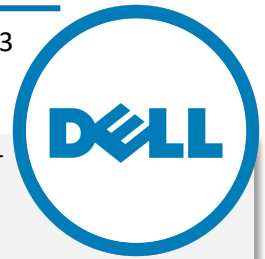


For the past 14 years, Tony has been involved in his company called FMW Investments & Advisors. Serving as a Board Member, Advisor, or a Managing Partner he has helped to lead investment, manage, and drive business strategy helping each to reach next level results. FMW partners also developed a successful real estate portfolio focused on commercial real estate and multi-family housing. Tony's involvement has included:

- PMC (Preferred Maintenance Company), Investor / Managing Partner: Service and warranty administration in the LED sign and message center space
- SquareTrade, Advisor: Largest privately owned internet based extended warranty company
- Body Machine Fitness, Advisor: BMF delivers an immersive fitness experience unlike any other studio in the world
- TruFire Restaurants, Investor & Managing Partner: From single location, lead capital infusion and strategy, achieving multiple location expansion over 4 years and a successful exit
- T-Monkey Company, Owner / Creator: Apparel line and screen-printing company that had its own apparel line but also did custom apparel for corporations needing personalized products.
- Woosung USA, Vice Chairman: Technology company focused on bringing emerging technologies to North America
- Phoenix Capital Partners, Investor: Real Estate investment portfolio primarily focused on commercial real estate and multi-family housing
- Case Properties, Investor: Real Estate investment portfolio focused on multi-family housing in secondary markets

Lead global software, peripherals, display, and imaging business and was accountable for over \$13 billion in revenue. Was responsible for every aspect from sales, margins, profitability, product design and development, marketing, 3rd party vendor relationships and Dell Direct Retail.

- Turned around software and peripherals business achieving 18% 'year-over-year' growth in 1st year
- Recaptured #1 worldwide marketshare in display business with 30% worldwide marketshare
- Developed, manufactured, and released over 50 new products in 1st year winning 36 awards
- Created new program called "Designed for Dell" that launched 400 new accessories that brought personalization to Dell. Program increased attachment rate by 14%



Joined in 1988, growing from an hourly associate to the CEO of Fortune 100 company over a 19 year career. The company was multi-faceted focusing on omni-channel retail, commercial sales, government sales, education sales, technical services, and end user training. Played a key role in growing the company from \$40 million to over \$5 billion per year as one of the top executives.

- Turned company profit from losing \$50 million to making \$110 million in 1st year as CEO
- Only executive to be asked to stay at CompUSA through 6 CEO / Ownership changes
- Grew commercial sales, government sales, & educational sales from \$600 million to \$2 billion in 3 years
- Launched call center services business, leading explosive growth to 2000+ seats, Sold for \$110M in 4 years
- Built an end user training business from \$5 million per year to \$100 million a year
- Took a \$200 million advertising budget / expense and turned it into a profit center, by leveraging vendor partners to participate in the advertising programs. Yielded \$50 million in profit per year
- Implemented new technology to give better data and analytic tools to manage the business. Some of the tools were new ERP systems, salesforce automation, data warehouse, and SEO tools.
- Developed an outsourced service model to change technical services from a fixed cost to a variable cost while increasing sales 30%, reducing costs 40%, and improving customer satisfaction rating to 97%