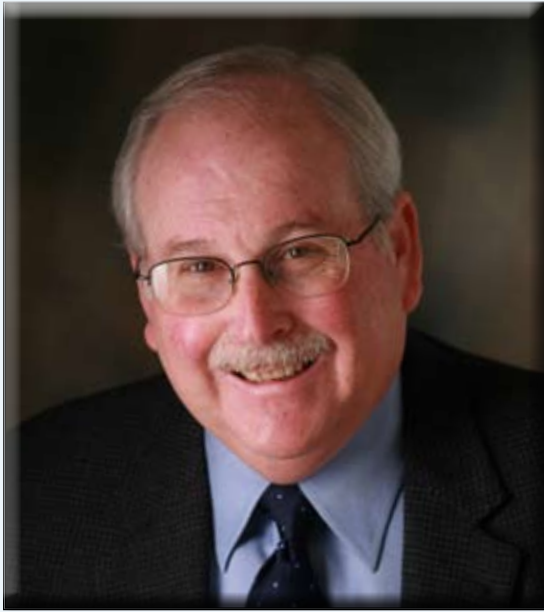


# Chris Ruisi – Leader, Advisor and Executive Coach



“I enjoyed working with Chris over a period spanning more than two decades as his responsibilities progressed to leadership of the company as a President & COO and a member of the Office of the Chairman. I looked to Chris as a rational problem-solver who was able to keep cool, and promote a calm sense of solution-finding among others, through the challenges faced by a major public company in the financial sector. Chris took a genuine interest in the retention and development of talented individuals who contributed to the company's value proposition, and we counted on him to be an advocate for unpopular but necessary decisions.”

*Neal M. Stern, CPA CLU  
Vice President - Investor Relations - Prudential Financial, Inc.*

## What You Should Know About Chris Ruisi ...

He is an experienced, result driven executive with an exceptional record of directing growth, managing day-to-day business and developing profit and support centers. Best described as:

- An effective leader who has the ability to stay calm and keep his team focused on the goals to be achieved during chaotic events.
- Consistently described as the “go to” person for leadership and solutions.
- Expert at team building and utilizing existing resources to solve critical business issues.
- An effective communicator within all levels of an organization from the boardroom to the mailroom as well as with members of the investor/ financial analyst community.

- An experienced coach and mentor who is able to help others sort through the daily clutter to focus on the results to be achieved and to help them recognize their full capabilities and how to use them.
- A seasoned competitor who is consistently successful at leveraging available human and financial resources to achieve desired results.

Chris understands the special challenges faced by today's business leaders. He uses knowledge, focus and accountability to successfully motivate and improve the business aptitude of each client.

As the former President & COO of USLIFE Corporation and a member of the office of the Chairman and The Board of Directors, Chris is battle tested from having been in the trenches on the front line. The one overriding thing he has learned is that chaos and a crisis can be used as a strategic advantage. In addition during these times of chaos and crisis, he learned what he was capable of and how to win.

## Some of his accomplishments...

During his tenure (1974 to 1998) at USLIFE he played a lead role in many high stakes strategic initiatives like:

- Responsible for overseeing the company's mergers, acquisition and divestiture team. He quarterbacked the sale of USLIFE (USH) to American General Corporation (AGC) resulting in almost \$1 billion of additional shareholder value.
- Identified \$50 million of expense savings between AGC and USH; directed the development and implementation of the plans to bring these savings to the bottom line.
- Quarterbacked corporate-wide workflow improvement efforts, identifying redundancies and expense saving opportunities and areas where new technologies could be applied.
- Directed the relocation of 800 positions from New York City to a suburban New Jersey location. Move resulted in savings and productivity gains of \$10-\$15 million annually.

- Directed the consolidation of the company's customer service and data processing functions into a centralized service center. Led the consolidation of all subsidiary legal, tax, financial, actuarial and human resources functions as well as all company telecommunications, printing, graphics, purchasing and supply functions into a second major regional service center. Consolidation efforts generated annual savings of \$40 to \$50 million.

- In response to government mandated changes that created a crisis in the health care industry, he directed the diversification strategy of the company's group insurance business from the small case medical/ indemnity market into the ancillary non-medical and association/ affinity group marketplace. Identified new sources of revenue totaling more than \$300 million.

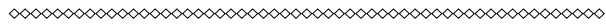
Today as The CEO and Founder of The Coach's Zone, he mentors and guides executives and business leaders to find their “stretch” point to learn the full measure of their capabilities in chaotic times – he helps them to “master being comfortable feeling uncomfortable.”

Contact Chris - (732) 275-9222 • [chris@thecoachzone.com](mailto:chris@thecoachzone.com) • [www.ChrisRuisi.com](http://www.ChrisRuisi.com)  
[www.TheCoachsZone.com](http://www.TheCoachsZone.com)

## How can Chris help your organization?

“Chris Ruisi is clearly the Coach’s Coach. Through his engaging personality and collaborative style, he is able to empower people to reach their full potential and achieve beyond what they perceive as their personal limitations. During my tenure as Chief Financial Officer of USLIFE Corporation, Chris was one of the few true mentors I have had in my career; a rare commodity in a very challenging business environment.”

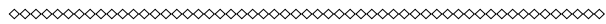
**James M. Schlomann**  
*Executive Vice President & Chief Financial Officer  
Confie Seguros Holding Company*



“Over the 23+ years I have known Chris, he has worked very hard to develop a high level of integrity, credibility and respect among his superiors, peers and subordinates at USLIFE. He is seen as someone who you can talk to. While he is decisive in his actions, all know that they will get a fair hearing from him on any issue. He is known as the “go to guy” who gets things done right and on time. Individuals see him as their leader and then naturally gravitate to him. He performs best when dealing with a crisis when the team is looking for leadership.

Chris does not know what it means to give up or to stop short of achieving a stated goal. When confronted with obstacles, he finds a solution to keep moving forward.”

**Gordon E. Crosby**  
*Chairman of the Board and CEO, USLIFE Corporation*



“Chris Ruisi is the kind of leader who has the unique ability to drive individuals to top performance levels. It is a rare blend of strong leadership combined with an ability to concisely communicate expectations and vision, that not only made you want to be on his team, but to excel.

Motivation comes naturally to Chris. His persona commands respect, but his business acumen and leadership ability are always apparent and one of his greatest qualities as a leader is his ability to assess talent and provide the environment for that talent to develop.”

**Lisa Brinkman**  
*(formerly Senior VP – Administration; USLIFE)  
Service Platform Director - Implementation  
NELSON - Architecture and Engineering Services*

- To get significant results, solve a pressing problem, and/or take advantage of a major opportunity.
- To help solve challenges involving performance; leadership and accountability.
- To rely on a trusted advisor who is credible, engaging, and has a depth of business and executive knowledge. He offers no coddling – just real world solutions for real world problems.
- To help you through what can be described as a moment of crisis or chaos. It’s these situations that are defining moments for a business leader. Chris will help you see the opportunities that exist during these challenges and help you understand what you are capable of.

If you feel like ...

- Your professional performance has slipped or is not getting you the results you desire
- Your growth - and that of your company’s - has stalled
- Your staff seems unmotivated
- Or you’re overwhelmed with your day to day responsibilities

Then you need to take action and change course. A call to Chris can start this process.

Known as a popular blogger and sought after speaker, he has created a community of entrepreneurs, executives and business leaders who understand the importance of Being Fearless, Stepping Up, and Playing Big. Through his speaking and blog posts he uses stories about his life in the executive suite to get his message out that within every crisis or chaotic event there is an opportunity waiting to be found. But, if you are hunkered down in your bunker hoping things will get better, you will not see the opportunity or anything else.

## Some final thoughts ...

Chris is best described as someone who is very willing to step forward, define the problem, apply common sense so as to do what is needed to devise a way through a challenge. To do this, he understands that to solve today’s challenges requires clarity, competence and courage.

He is often seen as the “anchor” who can create order from chaos. He knows how to chart a path and make things happen. He has the courage to make a difference; he is fearless to the extent that he knows how to take a risk and move forward.