

# Charles R. Eitel

## CHAIRMAN AND CHIEF EXECUTIVE OFFICER SIMMONS COMPANY



Before being named Chairman and Chief Executive Officer of Simmons Company, Mr. Charlie Eitel owned his own consulting business, focusing on turnaround management, business simplification and leadership development.

Until August 1999, Mr. Eitel was president and chief operating officer of Interface Inc., a worldwide commercial interior products and services company. He was president and chief executive officer of the Floorcoverings Group and served as executive vice president of Interface Inc. from October 1994 to February 1997.

In 1998, Interface was named by *Fortune* magazine as one of the Top 100 Companies to work for in America and was selected as one of America's Most-Admired Companies.

Mr. Eitel is active in many civic and professional organizations, including the Young Presidents' Organization, International Business Fellows, Oklahoma State University Foundation Board of Governors and Who's Who in American Business. He is a board member of the North Carolina-based LADD Furniture Inc., one of the largest manufacturers of residential furniture in North America. He also serves on the board of The George West Mental Health Foundation.

Mr. Eitel is the author of *Eitel Time: Turnaround Secrets*, an uplifting book about achieving successes in life through effective decision making. His most recent book is called *Mapping Your Legacy, A Hook It Up Journey*, a guide on how to create a vision, keep it simple and set the right priorities. He co-authored *Face It*, an interrogatory between Ray Anderson, chairman and founder of Interface Inc., and J. Zink, chief corporate therapist of Interface Inc.

A native of Tulsa Oklahoma, Mr. Eitel graduated from Oklahoma State University in 1971 with a Bachelor's degree in business administration. Mr. Eitel was inaugurated into the Oklahoma State University Hall of Fame in 1994 and the College of Business Hall of Fame in 1997. He and his wife, Cindy, have three grown children and live in Atlanta, Georgia.