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### W. Frank Dell II, CMC

President  
Dellmart & Company

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W. Frank Dell II is President and CEO of DELLMART & Company, Inc. He has been a management consultant for over 20 years and has more than 30 years of consulting and corporate experience. Prior to founding DELLMART, Mr. Dell was Vice President directing Cresap's Food and Consumer Products Practice and Senior Partner and Director of Case and Company directing its Food and Distribution Practice.

Mr. Dell has performed a wide range of assignments in the areas of strategic planning, marketing, distribution, retailing, operations, pricing, organization, productivity improvement, data processing and research. Clients have included manufacturers, retailers, wholesalers, distributors and trade associations in the United States, Canada, Europe, Russia, Middle East and Africa.

A pioneer in the concept and application of both Direct Product Profit (DPP) and Activity Based Costing (ABC), Mr. Dell has directed numerous major studies modeling the costs of manufacturing, retail food, chain drug and food service industries. He served as an advisor to the Food Marketing Institute, National Mass Retailing Institute, National Candy Wholesaler Association Private Label Manufacturers Association and Comite International des Entreprises A Succursales (CIES).

Mr. Dell was the creator of BICEPS, a state-of-the-art buying and inventory control system; focus marketing and category management organization concepts; customer synchronization and comprehensive customer service operating concepts. His work on Total Company Productivity, Total System Profitability, Supply Chain Management, Vendor Sourcing, Pricing and Total Labor Control has been well received.

Before entering consulting Mr. Dell was Manager of Forecasting & Administration for the Colgate-Palmolive Company. His earlier corporate experience includes work for American Can and General Foods.

Mr. Dell received a B.S. in management from Northeastern University and an M.B.A. in marketing from Iona College. He is a frequent speaker for numerous organizations, including Food Marketing Institute, Food Distributors International and National Grocers Association. The Foodservice Distributor, Progressive Grocer, IGA, IdeaBeat and Grocery Marketing publish his articles. Mr. Dell is a member of Strategic Leadership Forum, Institute of Management Consultants, Council of Logistics Management, Warehousing Education and Research Council, Comite International des Entreprises A Succursales and Food Distribution Research Society. He is listed in Who's Who and is a Certified Management Consultant.

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