

Perlick
CORPORATION

PERLICK CORPORATION
EXPERT SOURCE SHEET

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LAWRENCE M. MOLINARI

*Co-CEO
Perlick Corporation
Milwaukee, WI*

Brief Description of Services: Total package bar and beverage systems manufacturer, including custom refrigeration bar equipment, custom underbar equipment, beer dispensing equipment and brewery fittings.

Presentation Topics: “How to Design an Efficient Bar”; “Remote Beer System Design”; “The Care and Maintenance of Beer Systems.”

Professional Affiliations: National Association of Food Equipment Manufacturers (NAFEM); International Beverage Dispensing Equipment Association; National Beer Wholesalers Association (NBWA); The Executive Council (TEC).

Lawrence M. Molinari has been with Perlick Corporation since 1975. He joined Perlick as a Sales Representative working in New York City. Later, he served as Order Correspondent, Eastern Regional Sales Manager and National Sales Manager prior to becoming Co-CEO in 1995.

Under his leadership, Perlick Corporation sales have grown by 40%, while the overall employment has decreased by 33%, accomplished by a series of lean initiatives. During his tenure, he has enabled Perlick to price its products more competitively, while improving equipment quality and increasing profitability.

Mr. Molinari sits on the Board of Directors at Perlick. Prior to joining the company, he worked in the financial services business.

A native of Pittsburgh, Pennsylvania, he earned an MBA from the University of Toronto Business School, and an undergraduate degree from the University of Virginia.

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