



## Michael K. Lorelli

Residence: Darien, CT

President and CEO, WaterJel Technologies      2007 to present      Riverside Company (private equity)

### Last Ten Years

President and CEO, Latex International      2004-2007      Pouschine Cook Capital

President and CEO, Lens Express      2000-2001      Rutledge Capital

### Prior Experience

10 Years PepsiCo

- President, Pizza Hut International Division
- President, PepsiCola East
- CMO, PepsiCo Beverages

10 Years Clairol Division, Bristol-Myers Squibb

- Director of Marketing

### Current Assignment

CEO of WaterJel Technologies, the global leader in burn care products. Key channels include industry (belongs in every manufacturing plant), EMS (they swear by us), Consumer (belongs in every kitchen, before Johnny puts his hand on a hot cookie sheet) and military (exclusive supplier to all 4 government branches). WaterJel is one of Riverside Company's 73 portfolio companies.

### Boards

**Professional Director Certification from The American College of Corporate Directors  
NACD (National Association of Corporate Directors) 2011 Governance Fellow**

Public

iMedicor (VMCD); Chair Comp Committee  
Closure Medical (CLSR); Chaired Compensation Committee  
Trident International (TRDT); Chaired Comp Committee

Private

WaterJel Technologies  
Latex International  
Lens Express

### Education

MBA, NYU Stern School of Business, 1973, Beta Gamma Sigma, Marketing  
B.E., New York University School of Engineering & Science, 1972, Industrial Engineering  
Member, National Association Corporate Directors, Corporate Director's Group

### Forte

Revenue DNA. Branding, Marketing, Sales Channels  
Compensation Committee work

### Contact Info

[MikLorelli@aol.com](mailto:MikLorelli@aol.com)

Cell: (203) 253-1238

Office: (201) 806-3110