

Biography of Charles Eitel Naples FL



Charles Eitel Naples FL, is a skillful and innovative leader with a passion for driving change and fostering growth in various industries. With a career spanning decades, his wisdom and leadership have proven instrumental in his different positions and in the companies he has served.

An Esteemed Career

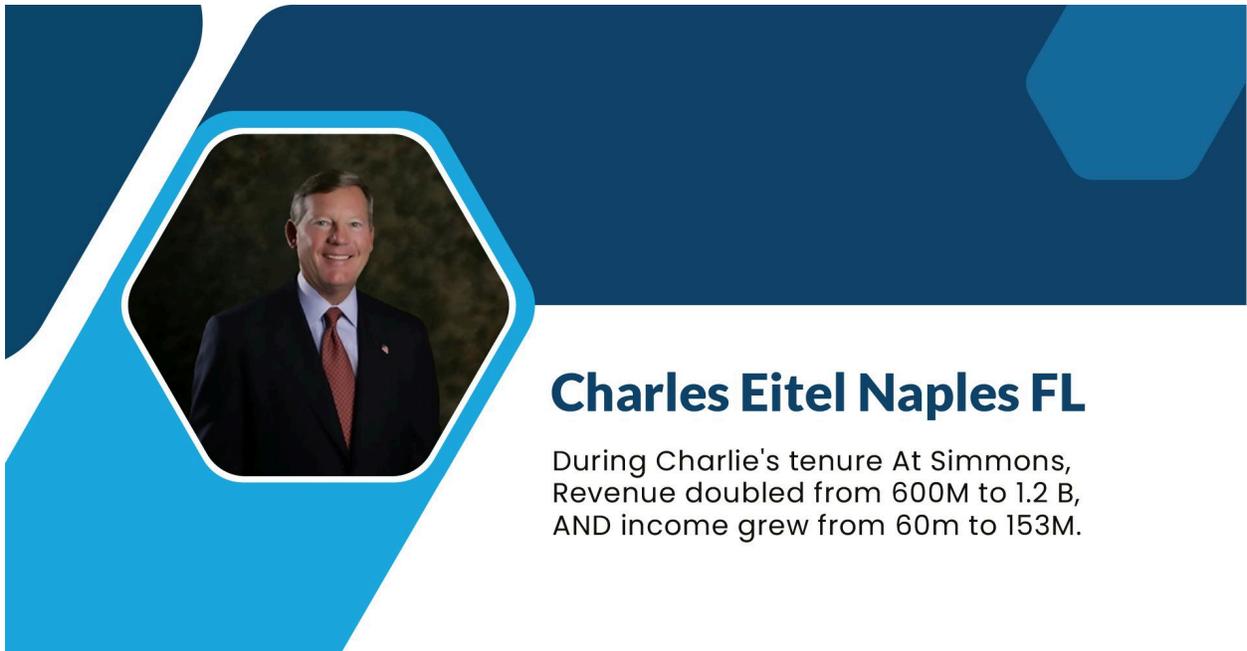
As the present-day CEO of Serta Simmons Bedding (SSB), a globally recognized sleep company, he sets the pace in the industry with his unique blend of innovation, brand development, and emphasis on quality. With his astute understanding of SSB's competitive environment and his deep relationships with retailers and suppliers, he provides robust guidance to SSB's thousands of associates.

His stewardship at SSB is noteworthy because this is his second stint.

During his tenure At Simmons, Revenue doubled from 600M to 1.2 B, AND income grew from 60m to 153M.

Fortune MAGAZINE Twice recognized SIMMONS as one of America's best 100 companies to work for.

In January 2023, he Learned SSB had entered Chapter 11 Bankruptcy. Based on this event, he reached out to Three former SIMMONS industry veterans and assembled this team to advise SSB through bankruptcy.



Charles Eitel Naples FL

During Charlie's tenure At Simmons, Revenue doubled from 600M to 1.2 B, AND income grew from 60m to 153M.

Subsequently, he joined the newly formed board of SSB In June of 2023 and accepted An interim CEO role to position the Company for Success.

In conjunction with being named CED, the other recruited veterans also joined the company.

In Nov of 2023, he left his CED role due to other commitments And believing the company was positioned for success.

Before rejoining SSB, he served as Chief Operating Officer for Cenergistic, an environmental services organization that collaborates with various institutions to leverage utility savings. He was also the CEO and Chairman of WS Packaging Group, one of North America's largest printing and label-converting operators. Before that, he served as President and COO of Interface, Inc., leading the company's global expansion to become a leading innovator in carpet tile. Similarly, as President and CEO of Collins & Aikman Floorcoverings, Inc., he utilized his insight and guidance to steer the company toward success.

Eitel is not one to rest on his laurels. A testament to his commitment to continuous learning and growth, he has written three books, which have been shared with the former CEOs of seven companies.

Awards and Acknowledgements



Charles Eitel Naples FL

His efforts benefit organizations such as the City of Hope Pasadena and the Sigma Nu Fraternity Educational Foundation.

His exceptional guidance and contributions have earned him significant recognition in his career. Among numerous accolades, he has been named one of the Top 100 graduates of his Alma Mater's business college over a 100-year history.

Board Membership and Civic Engagement

He has served as a reliable guiding force in various boards and organizations. He currently sits on the Board of Directors of American Fidelity Assurance Company and has previously been associated with Mattress Firm Holding Corp and City Mattress, a retail industry pioneer. His commitment to service extends into the civic arena, as he is actively involved in organizations

like the World Presidents' Organization and Points of Light Foundation. He previously chaired the International Sleep Products Association (ISPA).

A Balance of Work and Play

While having an illustrious career, he has maintained a healthy work-life balance. Enthusiastically engaged in hobbies like golf, boating, and tennis, he appreciates these activities for the fun, exercise, and the opportunity they provide to be outdoors.



Service to Society

His insight extends beyond his professional life, as demonstrated by his charitable activities. His efforts benefit organizations such as the City of Hope Pasadena and the Sigma Nu Fraternity Educational Foundation.

Charles Eitel's journey, marked by sagacity and his capacity to lead, is a testament to his tenacity and drive. His story serves as a source of inspiration and exemplifies the profound impact of dedication, innovation, and care for others professionally and personally.

