



KEITH SCHAEFER brings more than 25 years of leadership experience to his position of Chairman, City Paper Box, an international manufacturer of paper products serving the food service industry. Throughout his career, he has held a variety of senior management positions with companies ranging from hyper-growth start-ups to Fortune 100s and a Global 500 company. Shortly after launching his career in sales and marketing at Procter & Gamble, followed by Clorox, Mr. Schaefer achieved the position of Executive Vice President at Atari Corporation. Since then, he has co-founded or led more than ten start-ups and two buy-outs, and was instrumental in completing two Initial Public Offerings and nine trade sales.

Previously, Mr. Schaefer served as Chief Executive Officer and President of BPL Global, Ltd., a smart grid, clean technology company he co-founded in 2006. In that capacity, he planned, directed and managed all aspects of the company's strategy, business development, joint venture partnerships and financing. Recognized for outstanding leadership, Mr. Schaefer was named an Ernst & Young Entrepreneur of the Year in 2007 in the western Pennsylvania region and CEO of the Year in 2009 by the Pittsburgh Technology Council.

Prior to leading BPL Global, Mr. Schaefer held a number of top-level executive posts including Senior Partner at Constellation Partners, Executive Partner and member of the Executive Committee at US Web/CKS, Executive Vice President at Viacom and President of Paramount Communications Technology Group. While at Paramount, he established and successfully led the Venture Capital Group and set up early initiatives and strategic alliances with Microsoft and AOL.

In the education and information technology sectors, Mr. Schaefer held presidential and CEO positions at Computer Curriculum Corporation, Worlds of Wonder, and NEC Technologies. Mr. Schaefer also co-authored the bestselling Internet marketing book *Net Results*, which is used as a reference text at leading business schools.

Committed to mentoring college students, he established the Schaefer Family Scholarship Fund at the University of Pittsburgh and provides internship opportunities for recent graduates. Mr. Schaefer also currently serves as an Advisory Board Member of the Hesselbein Global Academy for Student Leadership and Civic Engagement.

Mr. Schaefer attended UCLA's Graduate School of Business after earning a Bachelor of Science degree from the University of Pittsburgh, where he served as a past President of the Alumni Association. As university Trustee, he sat on the Institutional Advancement Committee which led their \$2 billion capital campaign to a successful conclusion. Today, Mr. Schaefer serves as Chairman of the University's Student Affairs Committee, member of the Executive Committee and the Student Academics Committee. He also is a member of the Board of Governors at the Hesselbein Leadership Institute and Board of Advisors at CapRock Partners.