



**Gary R. Eidlin**

**Founder & Chief Executive Officer**

*Gary Eidlin is the founder and CEO of Eidlin Consulting, Inc., an international business consulting firm specializing in corporate alliances that link emerging technologies and services with commercialization partners. He currently works with and represents clients across a diverse base of industries.*

*Prior to founding ECI, Gary Co-founded Flooring America, Inc., the largest retail floor covering company in the United States with over 1200 stores, including 400 franchisees that he personally sold, with annual retail activity in excess of \$2.5 billion US. As a part of Flooring America's growth, Gary created new business models for the company and provided the direction and leadership that resulted in a seamless national sales organization servicing the largest national purchasers of floor coverings.*

*Recognized by his peers as a visionary, Gary established new revenue sources by identifying growth opportunities outside of traditional industry channels. He was the first to develop long term contractual floor covering contracts with the insurance industry (State Farm, USAA), the real estate industry (Century 21, Caldwell Banker, ERA), and the asset management business (Freddie Mac.) These customers were the largest companies in each category in the US. Today, Flooring America is a division of CCA Global Partners, the largest floor covering organization in the world.*

*With ECI, Gary and his team identify underleveraged growth opportunities and then match these companies to the most appropriate market leader or investor. Some current areas of development include:*

- *Automotive Technology - Torvec Inc. (TOVC.OB) [www.torvec.com](http://www.torvec.com)*
- *Visual Intelligence - Pictometry [www.pictometry.com](http://www.pictometry.com)*
- *Currency Management - Intelligent Currency Tracing & Valuation Network (ICVN) [www.icvn.com](http://www.icvn.com)*
- *Strategic Marketing - Landis Strategy and Innovation [www.Landis-SI.com](http://www.Landis-SI.com)*
- *Food Management - SJH & Company [www.sjhandco.com](http://www.sjhandco.com)*

*ECI is also working with companies that are involved in soil and water pollution prevention technology, bicycle manufacturing, and telecommunications technology.*

*Gary is married with 3 children. His family includes executives at Merrill Lynch, AT&T, CCA Global Partners and an attorney.*

**5380 North Ocean Dr., Singer Island FL 33404**  
**561.844.1745/678.640.9263**  
**[geidlin@aol.com](mailto:geidlin@aol.com)**