



## **Carl Ruland**

Carl Ruland is President of Global Flooring Consulting (Bonn, Germany) a consultancy whose primary objective is to provide companies with strategies to sell their products throughout Europe. He has been active in the U.S. and European flooring industry holding executive positions with Akzenta Paneele & GmbH Classen Gruppe and Domo Cushion Vinyl, which was recently sold to IVC Group.

Ruland was responsible for introducing Classen to the American market and initiating a container direct business with CCA Global Partner's GCO and Global Direct divisions. He also established OEM programs between Mannington and other manufacturers. At Domo, Ruland was responsible for a \$20 million retooling project, installing state of the art machinery to produce up to 30 million square meters of glass backed sheet vinyl. Ruland defines himself as "a discrete, efficient consultant whose primary concern is to develop business strategies for companies seeking opportunities in the global market." He most recently collaborated with the Institute on a review of Europe's DIY markets.

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