

Executive Biography*Brian J. Chermide***Brian J. Chermide**

Vice President and Chief Commercial Officer

Primary Responsibilities

- Attract, motivate and retain marketing and sales employees to meet today's and tomorrow's customer needs.
- Influence appropriate strategies to protect and profitably grow Dow Corning, extending current business offerings and exploring new business opportunities by applying market knowledge and providing a conduit for the flow of information.
- Empower employees to live up to brand expectations, thus helping grow the *Dow Corning*® and XIAMETER® brands, as well as the brands of the Hemlock Semiconductor Group.
- Lead competitive intelligence and customer financial services
- Accountable for designing, implementing and monitoring commercial processes across the corporation.

**Experience and Expertise**

Brian Chermide joined Dow Corning in 1985, with a background in marketing. Early in his career, he focused on learning various product lines within the company, applying his existing marketing knowledge, and growing his experience. Those efforts were rewarded with two recognitions as an outstanding Dow Corning marketer, in addition to honors for exceptional sales performance.

In 1993, Brian was appointed Electrical and Communications Industry manager and led Dow Corning through a significant expansion into the Fiber Optics, the Electrical Transmission and Distribution Industries. In 1999, he was named Global Marketing director for the Life Sciences Business. In this role, he paved the way for the launch of several innovative product lines and a significant growth in sales.

In 2005, he was named executive director for Dow Corning's Expertise Based Industry, which provides lubrication and sealant solutions for industrial maintenance and assembly markets. Brian was named chief commercial officer in April 2007, and was made corporate vice president in July 2009.

Education

- Bachelor of Business and Administration: Central Michigan University
- Master of Business Administration: Youngstown University.

External Representation

- Chairman, Multibase, a Dow Corning company (France) 2006-present
- Board Member, Temple Theatre (Saginaw, MI) 2011-present
- Advisory Board, Michigan State University 2011-present
- Board Member, St. Mary's of Michigan Hospital 2011-present
- Member of the Worldwide Board of Directors for Junior Achievement 2005-2007
- Chair, Northeast Michigan Junior Achievement 2003-2005
- Chair, Saginaw Junior Achievement 2001-2003

Guiding Principle

Effective leaders craft an exciting vision of the future and have the important ability to help others capture that vision to achieve shared success. They accomplish this by inspiring, not mandating.

About Dow Corning

Dow Corning (dowcorning.com) provides performance-enhancing solutions to serve the diverse needs of more than 25,000 customers worldwide. A global leader in silicones, silicon-based technology and innovation, Dow Corning offers more than 7,000 products and services via the company's *Dow Corning*® and XIAMETER® brands. Dow Corning is equally owned by The Dow Chemical Company and Corning, Incorporated. More than half of Dow Corning's annual sales are outside the United States. Dow Corning's global operations adhere to the American Chemistry Council's Responsible Care® initiative, a stringent set of standards designed to advance the safe and secure management of chemical products and processes.