



**Howard Pines**  
**Chairman**  
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Howard has a background that combines the full spectrum of corporate human resource responsibilities with hands-on business experience and a legal education. His experiences have helped shape a pragmatic approach to business consulting and developed his keen awareness of what is required to make the various functions within a corporation interface effectively and profitably.

Before co-founding BeamPines in 1981, he was Corporate Senior Vice President of Human Resources for Standard Brands, Inc., where he held worldwide responsibility for all human resource functions within the corporation. His previous assignment with Standard Brands as Vice President and Chief Administration Officer for their Consumer Products Group involved restructuring and upgrading all their functional US Food Companies.

Earlier on, Mr. Pines developed the corporate Performance Management Systems used for determining and measuring the achievement of business goals for the three hundred most senior executives throughout Standard Brands' worldwide operations which became the basis for all executive and succession planning activities.

Mr. Pines started his corporate career with Prudential Insurance and moved into the consumer products field by joining P. Ballantine & Sons.

BeamPines and The Beam Group rely on his ability to coach senior executives, and a number of successful entrepreneurs have used his business consulting services both during the planning stage and the latter years of their venture. Mr. Pines' latest venture is co-founding the BeamPines/Middlesex University Master's Program in Executive Coaching.

Mr. Pines holds a Law degree from Seton Hall University and over the years has served as Director on several Boards within the consumer products and financial services industries.

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