



Jonathan (Jay) B. Santamaria
President and Chief Executive Officer
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Jay brings a wealth of experience to human resources consulting and talent management as a result of more than thirty years in diverse executive positions. These include senior roles at RJR Nabisco and International Telephone and Telegraph. He has a proven track record in coaching and mentoring business leaders as well as in organizational design, process re-engineering, cultural re-orientation, labor negotiations and training. He has recruited and coached senior operating managers and executives in the US and abroad, and is recognized by colleagues and peers as a thoughtful and insightful resource when business-driven strategies and real world implementations are required. Many of Jay's coaching clients include general managers, operations, sales, marketing and supply chain executives. In addition, he is enthusiastic about developing business leadership competency with staff executives and supporting cultural and diversity initiatives.

BeamPines serves over 100 active clients, and Jay's personal clients include some of the nation's largest and most recognized consumer products, pharmaceutical, technical and service companies. Jay joined The Beam Group Talent Acquisition team in 1996 and, in 2000, took on an active role in the further development of BeamPines' rapidly growing Talent Management practice. Jay acquired a principal ownership position in BeamPines Inc. in 2001. With the support of Chairman and Founding Partner, Howard Pines, and a seasoned team of BeamPines Psychologists and Senior Consultants, Jay continues to lead the Firm in promoting assessment, coaching and developmental investments in executives as a value assurance proposition for its Clients.

Prior to BeamPines, he served as Vice President, Sales, Trade Marketing and Human Resources for Nabisco, S.A., Mexico. In addition to leading the effort to identify and secure "in country" executives for the long term, he led a team of handpicked expatriates in the development and restructuring of Nabisco's newly acquired portfolio of businesses. This successful turnaround plan resulted in a reversal of losses (\$21MM annualized) over a two-year period and set the stage for profitability in year three.

Previously, at Nabisco, he was Corporate Vice President of Human Resources and Administration, responsible for Nabisco, Inc. He also served as Vice President, Human Resources for the Nabisco Foods Company, a \$2.8 billion warehouse-delivered specialty food company, and several of the company's other operating entities, including Nabisco's \$3.0 billion sales and integrated logistics company.

Jay graduated from Lafayette College in 1971 and has continued his training in labor relations, diversity, finance, compensation, incentive design, supply chain management, and strategic sourcing. He is a faculty member of the US educational division of Middlesex University's graduate program in Professional Development and serves on the program's advisory board. He is also a Managing Director of True North LLC, an experiential team and leadership-learning laboratory, which he acquired in 1999. He often integrates True North's core training mission with the programs and resources of BeamPines, Inc.

Jay frequently alternates between his New York City, New Jersey and Philadelphia offices, but can best be reached at (201) 207-8387. He lives in Hunterdon County, New Jersey with his wife and four daughters.

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