

Michael L. Ruff - COO

Michael Ruff is Chief Operating Officer and responsible for day-to-day operations as well as the development and implementation of strategic growth initiatives. Mr. Ruff brings a wealth of industry experience and business development insight that is energizing Intellidyne's growth path.

Before joining Intellidyne, Mr. Ruff was named president of KeySpan Appliance Service Company, which later became KeySpan Energy Solutions. From 1998 through 2001, he drove company revenue to over \$100 million dollars. He also spearheaded several corporate acquisitions in New Jersey and Massachusetts thereby growing KeySpan's customer base up to 200,000 service contract customers.

In July 1996, Brooklyn Union Gas recruited him to be their Vice President of Field Operations. He was responsible for the successful separation and launch of their Service Operations subsidiary. He also implemented a new pricing policy that increased revenues and profitability.

Previously, Mr. Ruff held several positions at Whirlpool Corporation, where he was instrumental in managing inventory planning and control activities, establishing a telesales operation, re-organizing an inbound call center for dealer orders, drove quality control and service training development and delivery. As Northern California credit manager, he instituted new credit policies and operating controls resulting in his promotion to corporate headquarters. There, as Director of Service Training for Whirlpool's Kenmore Division, he oversaw training development and delivery to 14,000 Sears service technicians across the US.

Finally, as National Director of Field Operations, he rebuilt the organization from the ground up, resulting in a 40% increase in service contract revenue and profit coupled with an 8% reduction in labor cost, while improving customer satisfaction metrics.

Mr. Ruff is an Associate member of ASHRAE.