

Executive Biography*Brian J. Chermiside***Brian J. Chermiside**

Vice President
Chief Marketing Officer

Primary Responsibilities

- Attract, motivate and retain customer-facing employees – including marketing, sales and customer service – to meet today's and tomorrow's customer needs, exactly.
- Influence appropriate strategies to protect and profitably grow Dow Corning, extending current business offerings and exploring new business models 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.

Experience and Expertise

Brian Chermiside joined Dow Corning in 1985, with a strong 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 and 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.

Brian was also a key player when Dow Corning made the transformation to a two-brand strategy in 2002-03, focusing on tailor-made solutions to better meet customer needs, and leading to the development of the innovative XIAMETER brand offering – a web-based business model designed for customers who want efficiency in purchasing high quality products at market-driven prices.

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. Brian was named chief marketing officer in April 2007, and was made corporate vice president in July 2009.



Education

- Bachelor of Business and Administration: Central Michigan University (CMU)
- Master of Business Administration: Youngstown University

External Representation

- Chairman of Multibase, a Dow Corning group company.
- Former member of the Worldwide Board of Directors for Junior Achievement.

Guiding Principle

Effective leaders have a clear vision of the future – and a unique 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 a joint venture equally owned by The Dow Chemical Company and Corning, Incorporated. More than half of Dow Corning's annual sales are outside the United States.