



## BUSINESS CARD EXCHANGE

Topic:  
“Leadership in a Stressful Work Environment”

Presented by:  
**Scott Shimizu,**  
*Former Vice-President of Sales and Marketing,  
Pillowtex Corporation*

Wednesday, June 2<sup>nd</sup>, 2003  
7:00 – 9:00 pm

May Dragon,  
4848 Belt Line Road  
Dallas, TX,  
972-392-9998

**Cost:** \$10 for buffet including food and drinks

\*\*We need an estimated headcount so please contact Justin Hung @  
[justin@apexdallas.org](mailto:justin@apexdallas.org) for RSVPs\*\*

The Asian Professional Exchange of Dallas is proud to invite Scott Shimizu, former Vice-President of Sales and Marketing for Pillowtex Corporation, to speak at our June Business Card Exchange. Please read Mr. Shimizu’s biography below.

This is an open invitation to the community to attend. Please join us for a special night of networking and professional development.

### **ABOUT THE BUSINESS CARD EXCHANGE**

The APEX-Dallas Business Card Exchange is a series of events geared towards providing professional and social networking opportunities for busy Asian American professionals in the DFW area. In addition, the Business Card Exchange serves to provide educational topics to our members by prominent professional, community, and civic leaders.

### **ABOUT APEX-DALLAS**

*The Asian Professional Exchange of Dallas is dedicated to providing its members with opportunities for developing professional and leadership skills, promoting cultural awareness, and encouraging community service.*



## **Scott Shimizu**

*Former Vice President of Sales and Marketing  
Pillowtex Corporation*

From 1988 to 2003, Scott Shimizu held the position of Vice President of Sales and Marketing, a publicly held company with sales of \$1 billion that provided a variety of home textile products to virtually all-major North America retailers. The company had international licensees marketing and manufacturing products in over 12 countries worldwide. Pillowtex marketed products mainly under the Cannon, Fieldcrest, Royal Velvet and Charisma labels.

Mr. Shimizu joined Pillowtex Corporation in April 1982 as a sales representative in the Midwest region. He was responsible for selling all channels of retail and institutional customers in Michigan, Ohio, Illinois, Wisconsin, and Minnesota. While in this position, Mr. Shimizu helped to expand Pillowtex's product line by entering the comforter and featherbed market and convincing brick and mortar retailers such as May Co., Federated, Dayton's, J.L. Hudson, and Marshall Field to successfully sell their products and make money.

In 1984, Scott was promoted to run the Western Region as Vice President, Regional Sales Manager and improved sales from \$25 million in 1984 to \$56 million in 1987. He was further promoted to National Sales Manager in the fall of 1987 situated in Dallas. As National Sales Manager he concentrated on building market share in bed pillows, mattress pads, down comforters, and featherbeds. Mr. Shimizu created and developed Pillowtex's own advertising for their customers called the stitch-in. This was a four to eight page piece that stores could insert in their catalogs, bypassing the ad manager and giving them a competitive edge over their competition. The stitch-in was a huge success giving Pillowtex more impact with their consumers, and more importantly driving sales.

In November 1988 Scott was promoted to Executive Vice President of Sales and Marketing, reporting to Chuck Hansen, the CEO. From 2000 to 2002, Mr. Shimizu helped to restructure and rebuild Pillowtex as it went through a turbulent period essentially sliding towards bankruptcy. Despite the uncertainties all about, he never lost a key customer and his core sales and marketing group stayed with him.

Mr. Shimizu resigned from Pillowtex on October 30<sup>th</sup>, 2002, desiring to move back to Dallas to be closer to his daughter.

Previous to Pillowtex, Mr. Shimizu served as assistant to the Executive Vice President of Springs Industries and then held various sales positions in New York, Detroit and Chicago. He won the prestigious Salesman of the Year award in 1981.

Mr. Shimizu has a Bachelor of Science and a Master of Business Administration from Illinois State University.

05/23/04