



## President and CEO

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### Education & Affiliations

Master of Business Administration  
New York Institute of Technology

Bachelor of Science,  
Business Administration and Finance  
Northeastern University

CEO Alliance/Braintrust

Board Member - Gwinnett Technical  
College

Coach - Youth Football and Baseball

## Kevin Melendy

As Chief Executive Officer, Kevin Melendy brings more than 25 years of experience in sales, marketing, finance, management, and contract manufacturing operations to HOL. Kevin's background includes managerial experience with large multinational companies, domestic distributors, and small turnaround ventures. His strength as a visionary was a key component in his selection as the President and CEO for HOL. In this role, Kevin has architected a long-term business strategy focusing on the core competencies required to drive the business and is in process of developing the culture and talent pool necessary to fulfill that vision.

Prior to HOL, Kevin served as CEO for Spectral Response where, under his leadership, the company went from a struggling family-owned business in a very crowded and competitive market to a leader in the space. This culminated in Spectral Response moving from a regional player to a top 100 player in the world and named Georgia's 2009 Manufacturer of the Year.

As a visionary, his integrity and collaborative style of leadership have resulted in reduced expenses, increased productivity and profit margins, and employee satisfaction and retention. His focus led to the successful sale of Spectral Response to a private equity partner at the height of the economic downturn for a premium over the market. One of Kevin's proudest achievements, however, is not in corporate ends but in the fulfillment of the security of his employees. Kevin accomplished the execution and successful distribution of funds to Spectral Response employees through an employee stock ownership plan in which participating employees left the sale of Spectral Response with more retirement money in their ESOP than 401K.

Kevin also served as Digital Market's Area Director of Sales where he converted a new territory with zero revenue to the largest in the company, generating \$500 million within two years despite the unproven medium of the internet. His career began as National Distribution Sales Manager at Sharp Electronics. As the youngest member among Japanese and North America senior staff, Kevin led Sharp to obtain market dominance in the areas of his responsibility.

Kevin is a former US Army Radar Instructor. In this role, he achieved the Army's highest award for teaching foreign nationals and Army officers sophisticated and classified material.