

## Charles B. Hall Bio:

Charles is a longtime member of PNWER, Pacific Northwest Economic Region. He is a marketing professional primarily specializing in consumer products and services. He began his marketing career at 14 working in the mail room for the J. Walter Thompson Company in San Francisco and also as Advertising Manager for Piedmont Grocery Company in Oakland, CA. He earned a BS degree in Business Administration from the University of California at Berkeley and an MBA degree from the University of Southern California. Both degrees were focused on consumer products marketing. He worked in New York and Connecticut for twenty years with large advertising agencies and corporations including: General Foods Corporation, as a new product developer; Colgate Palmolive as a Product Manager; and American Thread Company as a group product manager where he developed Suisse, a very successful line of high quality consumer sewing thread.

In Portland, Oregon since 1980, he was a Supervisor for Gerber Advertising, then Marketing Director of The Chas H. Lilly Co. He formed his own company, INOVXCO. A major INOVXCO initiative was the television marketing of the Foodsaver Vacuum Packing Machine (when paid programming of any length became possible by deregulation of television in 1985). The Foodsaver television debut was in 1987. It is still sold on television today. At 24 years, it is among the longest such runs in commercial direct marketing television. Charles also did the marketing for the famous Portlandia statue and managed the contribution funding for its completion in Portland Oregon in 1985. Today he works for Apple, Inc. as a retail specialist. Charles is a founder of the Lower Columbia Chapter of the Ice Age Floods Institute (IAFI). He joined PNWER in the mid nineties and served as its first American private sector Chair. For many years, Charles was the Oregon private sector Chairman.