

Basil Elliott

Basil Elliott was the President and Chief Executive Officer of Enesco, LLC, the global leader in the gift and home/garden décor industries. Serving more than 44,000 retail customers worldwide, Enesco distributes products to a wide variety of specialty card and gift retailers, home décor boutiques, mass-market chains and direct mail retailers. In this position, Basil was responsible for all global company initiatives in the U.S., Hong Kong and China offices, as well as the wholly owned subsidiaries in the United Kingdom, France and Canada. He was instrumental through his leadership in sustaining the organic and acquisitional growth strategy. Basil was first appointed interim CEO in May 2006, at the request of the board of directors to address significant business challenges and then to the permanent positions of President and CEO in June 2006. Prior to being named President and CEO, Basil served as Executive Vice President of Enesco's Canadian subsidiary since 1982. In this role, he was responsible for product sourcing and development, procurement, inventory management, shipping and distribution, as well as developing a successful mass-market component. From 1980 to 1985 Basil also owned and was President of Coffee Junction Limited, a successful retail business that was eventually sold to Second Cup. Previously, from 1974 to 1981, Basil served as Vice President of Panhandler Shoppes Limited, a gift retailer he helped to grow from three stores to more than 90 locations in Canada and the U.S. He also held a sales management position for the Coca Cola Company from 1973 to 1974.

During Basil's 35 years of business experience, he has developed an outgoing, charismatic, polished management style, leading with an enthusiastic and professional approach to business tasks at hand. Exceptional at developing the team environment Basil's leadership inspires others to adopt high standards for both personal conduct and work ethic. His approach to business is highly organized, methodical and measured. Basil's strengths include involving others in the decision process, being keen to help all employees improve their performance and contribution levels within the corporate environment. Basil possesses a highly respected strong sense of responsibility, works to impeccable standards at all times and executes plans to their successful completion. He has proven to be adaptable to changing business environments, attracting and leveraging resources to achieve exceptional results.