



Jim Rose
Chairman and Chief Executive Officer, Mosaic

A visionary takes the reins

Jim's arrival at Mosaic in late 2004 culminated an exhaustive search for a visionary to lead our team of visionaries. Jim brings to his position a distinguished record of quickly developing winning strategies in the businesses he has run, along with a proven ability to combine strategic insight with the operating and leadership skill needed to deploy solutions that benefit the company and its clients.

A strong triumvirate

Jim is at the helm of a top executive team that includes Mosaic's two national presidents, Bill Lee in the United States and Tony Lasorda in Canada. An insightful, action-oriented leader, Jim has deep experience in marketing and retail-oriented companies, strengths that complement those of his colleagues and add value to Mosaic as the company continues to innovate in the consumer-oriented marketplace.

An international record of growing companies

Jim came to Mosaic from his position as CEO of New York-based Media Planning Group North America, a unit of the Havas global advertising agency. MPG is one of the largest full-service media planning and buying companies in the United States and Canada. During his tenure there, Jim spearheaded the expansion and upgrade of the company's product offer, adding significant analytical capabilities and repositioning MPG as a trusted, innovative marketing adviser to its clients.

Before joining MPG, Jim served as chief executive of several other companies, including London-based QXL Ricardo PLC, where he oversaw the company's initial public offering on both the London Stock Exchange and NASDAQ and is still currently chairman. He also served as CEO of United Information Group and Blackwell Ltd. (UK). Previously, during six years with AC Nielsen Company, Jim held several operational, commercial and senior management roles in the United States and Europe, including managing the entire field force and all data acquisition capabilities for Nielsen in the U.S.

Jim holds an MBA from Northwestern University's Kellogg School of Management and an undergraduate degree from Northern Illinois University.