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MANUFACTURING

Ronald Lazof

President & CEO, Behr Processing, Inc.



“American entrepreneurs are by nature optimistic and express that optimism by investing in the face of risk to grow their businesses. It is business growth that creates jobs, not for the sake of the employed, but rather as the essential byproduct of a healthy economy, so when government asks what it can do to help create jobs my answer is easy “Get out of the way!”

Ronald Lazof is a Managing Director and Member of Prism Advisers, L.L.C., a management advisory and consulting organization focusing on emerging growth businesses.

Lazof was previously President and CEO of Behr Process Corporation, manufacturer of Behr paints and coatings. During his five-year tenure at Behr, he provided the leadership to grow sales from \$250 million to \$1 billion, while increasing profitability in each year. He transformed the company from a privately held family business to a publicly held, multi-plant manufacturer and distributor of paints and coatings.

For 25 years prior to heading Behr Processing, Lazof was a senior shareholder and founder of Lazof and Coss, attorneys of Newport Beach, California, which focused on taxation and merger and acquisition representation. In his legal practice he participated in more than 300 acquisitions ranging in size from \$5 million to more than \$2 billion.

He graduated cum laude from California State University at Northridge with a bachelor’s degree in accounting. He graduated from UCLA’s law school magna cum laude. In addition to being a licensed attorney, Lazof is a CPA.

Lazof has served his community as a director of the Y.M.C.A., Big Brothers/Big Sisters, the Laguna Art Museum, the U.C.I. Foundation, the U.C.L.A. Law Alumni Board of Directors, as well as several other boards of for profit and not for profit organizations.