



## **BIOGRAPHY**

### **Ralph O. Glendinning** **Board Member, AVX Aircraft Company**

Mr. Glendinning has served as a member on a number of Boards, including AVX Aircraft Company, since his retirement in 1985 from Glendinning Companies.

Mr. Glendinning has extensive experience in military aviation as well as the business world. He served as a Captain in the U.S. Marine Corps seeing action as a Combat Carrier Pilot. During that time he flew 87 combat missions from the carrier Bunker Hill during the Japanese invasion of Iwo Jima and Okinawa. While flying over Myazaki, Japan he was shot down and later rescued by the Battleship New Jersey. He received two Distinguished Flying Crosses, seven Air Medals and a Presidential Unit Citation.

From 1948-1960, Mr. Glendinning worked for Proctor & Gamble in positions of increasing importance in the brand and promotional areas.

He then formed Glendinning Companies and conducted Marketing and Consulting for over 250 major companies. Several of his clients under annual retainer included: General Foods, Lever Bros., Ford, Scott Paper, Carter Wallace, Life Magazine, Parade, Bristol Myers, Ralston-Purina, Phillip Morris, Nabisco, Sara Lee, Olgilvy and Mather, Benton and Bowles, Monsanto, Johnson & Johnson, Shell Oil, Heinz, Ore Ida, Star-Kist, Unilever (Europe), Drackett, Heineken, Hanes, Mattel, Pan American, British Airways, Clairol, Coca Cola, Smuckers, Pepsi, FritoLay, NFL, Capital Cities, Pfizer, Warner Lambert, Cunard, Schweppes, General Mills, Gillette, Imperial Group and Volkswagen.

Advertising Age reported that Glendinning Companies was the largest promotional company in the U.S. for at least 10 consecutive years.

Mr. Glendinning was inducted into the Marketing Promotion Hall of Fame in 1979, and is recognized as starting the first Marketing Promotion company in the world. He is one of three Life Members of the Salvation Army National Advisory Board, which he has served on for over 25 years.

Mr. Glendinning attended Rensselaer Polytechnic Institute, on a full scholarship for one year in Aero Engineering in 1941. He then attended Princeton University - B.A. School of Public & International Affairs graduating Summa Cum Laude.