



*For Immediate Release*

## **Express Announces First-Ever Chief Sales and Marketing Officer; McFall Promoted to COO**

**OKLAHOMA CITY, Dec. 30, 2020** — Following a year of global expansion and rebounding sales, Express Employment Professionals CEO Bill Stoller announces the creation of the company’s first-ever Chief Sales and Marketing Officer (CSMO) position, as well as the promotion of a long-time leader to Chief Operating Officer (COO).

Steve Scully, former Express franchise owner and current Express Employment Professionals International Headquarters Executive Vice President of Sales and Marketing, will step into the role of CSMO, while General Counsel and Executive Vice President Keith McFall has been named COO.

“These positions, filled by two individuals who have impressive backgrounds and proven success at Express Headquarters, ensure we have the right leadership in place as we continue to grow and thrive,” Stoller said. “These leaders are committed to ensuring best-in-class service to our franchisees, while being responsive, agile and nimble in our ever-changing staffing industry.”

Scully is a 30-year staffing veteran who owned several Express franchises before joining the Express Employment Professionals International Headquarters team in 2018. During this time, he oversaw the development of the Strategic Accounts team and organizational restructuring to the sales teams, including revamping New Franchisee Training and developing Business Service Line teams to better support client diversification.

In this new role as CSMO, Scully will continue leading his teams while focusing on building innovative sales initiatives, ultimately expanding Express’ metro market and international footprints for the betterment of the entire franchise system.

McFall first joined Express in 2013 as General Counsel and Senior Vice President of Corporate Development before a promotion in 2015 to Executive Vice President. During his tenure, McFall has been instrumental in the creation and oversight of several key areas of business operations. He oversaw the creation of the company’s Legal Department and instituted the Compliance Group, dedicated to ensuring franchisees are prepared for employment and regulatory changes in their area.



Steve Scully



Keith McFall

Most recently, McFall managed Express' business continuity plan, leading a strategic team to successfully address the needs of the Express system in the face of the COVID-19 pandemic.

In this new role as COO, McFall will be responsible for the overall operational management of Express Employment International Headquarters, focusing on delivering results related to operationally serving franchisees. He will also oversee the execution, development and implementation of the company's strategic plan.

"We congratulate both Keith and Steve as they embark on their new roles within the Express family and look forward to their continued success," Stoller said.

\*\*\*

If you would like to arrange for an interview with Bill Stoller to discuss this topic, please contact Sheena Karami, Director of Corporate Communications and PR, at (405) 717-5966.

#### **About Bill Stoller**

William H. "Bill" Stoller is chairman and chief executive officer of Express Employment Professionals. Headquartered in Oklahoma City, the international staffing company has more than 830 franchises in the U.S., Canada and South Africa, and beginning in 2020 will expand to Australia and New Zealand. Since its inception, Express has put more than 8 million people to work worldwide.

#### **About Express Employment Professionals**

At Express Employment Professionals, we're in the business of people. From job seekers to client companies, Express helps people thrive and businesses grow. Headquartered in Oklahoma City, OK, our international network of franchises offer localized staffing solutions to the communities they serve, employing 552,000 people across North America in 2019. For more information, visit [www.ExpressPros.com](http://www.ExpressPros.com).