

## BIOGRAPHY

### **JAMES (JIM) L. STROUD**

CEO

GSMS, Inc.

Jim Stroud is the Chief Executive Officer of Golden State Medical Supply, Inc. (GSMS) in Camarillo, California. GSMS is a leader in the pharmaceutical packaging, serialization, and distribution industry. The company's core values of excellence, integrity, dependability, and flexibility have developed under the direction of Stroud.

Stroud served as a Contracting Specialist in the U.S. Air Force from 1982 to 1986. His experience as a supply buyer for a 90-bed hospital and a newly constructed dental clinic located at March Air Force Base in Riverside, California, helped him develop a vision for a medical industry business that would later become Golden State Medical Supply.

Upon his honorable discharge from the Air Force, Stroud presented his business idea to an acquaintance, who was a pharmacist. From 1986 to 1992, they developed a business that increased its revenue tenfold in six years.

The combination of Stroud's entrepreneurial spirit and his desire to create a company that reflects his values has fueled the growth of GSMS. In 1996, GSMS launched its own products, unique unit-of-use packaging called PrescriptionReady™ with a consumer and pharmacist-friendly label called SafetyLabel™. These products minimize dispensing errors and improve patient safety, ensuring the integrity of millions of prescriptions.

GSMS now serves both the public and private sectors, including customers in federal, state, and local governments, in addition to those in private industries. Under Stroud's direction, GSMS, which is licensed by the California Board of Pharmacy, has earned a reputation of dependable service, competitive pricing, and product safety.

In 2008, Stroud decided that GSMS should be an industry leader in the battle against counterfeit prescription drugs, a growing challenge for the industry. GSMS worked with IBM to develop ePedigree technology that will track pharmaceutical shipments from manufacturer to repackager to wholesaler to pharmacist to the patient.

Under Stroud's direction, GSMS has recently moved its headquarters to a state-of-the-art 95,000 square-foot facility in Camarillo, California.

Stroud is an entrepreneur and an unabashed patriot who is inspired by his heroes John Wayne and Abraham Lincoln. He is also a passionate fan of rock-and-roll music, in particular of the rock group KISS. His memorabilia collection from KISS concerts and albums can be viewed in his office at GSMS.

He and his wife Wanda, who is GSMS Vice President of Operations, are supporters of The Ronald Reagan Presidential Foundation, The Library of Congress, Smithsonian Institution, and a variety of educational, historical, art, and healthcare programs.