

**BRAD ROLLER**  
**Chair - Vistage Worldwide**

Brad Roller was the founder and Chairman of Swiger Coil Systems, Inc [www.SwigerCoil.com](http://www.SwigerCoil.com), a Cleveland-based company serving US and foreign markets. Swiger is a transit/railroad service center, manufacturing and rebuilding motors and generators for rail transit and locomotives around the world. Swiger employed over 200 people in plants in Cleveland and San Jose, Costa Rica and has installed equipment base on 5 continents and most airports with people mover systems.

Since 2008, Brad has led and coached a high performing group of 18 CEOs with Vistage Worldwide, the world's largest CEO membership organization. In 2009 he was a recipient of the Vistage "Rookie of the Year" award.

***Business Involvement***

Roller is a long time small business advocate. Among his involvements:

- Director- MAGNet (Manufacturing Advocacy and Growth Network) 2006- co chair of the NE Ohio Manufacturing Roadmap Project that lead to the formation of MAGNet where he served Vice Chairman and is currently a Board member.
- Former President of National Small Business United (NSBU), a coalition of city, regional and state small business associations numbering more than 40,000 company members. Roller helped form NSBU in 1981 and served as its president in 1986 and 1987.
- Former Chairman, Board of Directors for the Council of Smaller Enterprises (COSE), a division of the Greater Cleveland Growth Association, and the largest such regional organization in the United States. (Term 1988-1989) Prior to his chair position, Roller held many posts including chairman of COSE's federal legislation committee and vice chairmen of government relations and membership services. Among his many accomplishments in COSE is his role as architect of the nationally acclaimed health care program. Roller Chaired and/or led the negotiations for the program from 300 member companies to over 12,000 companies between 1981-1993.
- Co-chairman, Ohio Governor George Voinovich Workers Compensation Operations Improvement Task Force (1991-1992) which resulted in legislation that reduced Workers compensation premiums for Ohio's State Fund employers by 25%.
- Appointed as a representative to the 1986 White House Conference on Small Business by Senator John Glenn.

***Health Care Programs***

- The principal architect of the health care plan for the Council of Smaller Enterprises (COSE), which in effect formed a membership group to buy health insurance. Through its membership pool, COSE substantially reduces health costs by cutting administrative costs; providing insurance carriers with actuarial creditability to reduce risks, and hence costs; and policing non-compliance among its member pool.
- Published author on health care reform in the 1990s.

***Community/Charity***

- Board of Directors, Executive Committee, American Red Cross Greater Cleveland Chapter since 2003. Currently also a Disaster Action Team volunteer for the Red Cross responding to fires, flood and other disaster situations.
- Board of Directors, Executive Committee, The First Tee of Cleveland from 2003-2009. Current on Board of advisors for the Chapter. The First Tee uses golf to teach participants core values for living.
- Board of Directors- Cleveland Opera Theater
- Board of Advisors, WSEM (West Side Ecumenical Ministry) from 2001-2006.. In 2009

he and his wife, Laura Pedersen were awarded the WSEM Humanitarian Award for their service to the organization and community.

- Member President's Advisory Council of Tulane University from 2001-2012.

***Personal***

A Cleveland native and graduate of Tulane University (B.S. Economics), Brad is a fitness and health advocate. His wife, Laura Pedersen, is an internationally acclaimed Opera singer.