



**Donato V. Pompo CTC CMR CSI CDT MBA**  
P.O. Box 965  
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## **CURRICULUM VITAE**

### **B A C K G R O U N D**

Donato Pompo has worked within the ceramic tile and stone industry for over 30 years, and is a leading forensic expert and expert witness in the ceramic tile and stone industries. He has been certified as a Ceramic Tile Consultant (CTC) through the Ceramic Tile Institute of America (CTIOA) since 1979 and is a past chairman of the CTIOA Technical Committee. Donato is a member of the industry standards ANSI, ASTM, ISO, and TCA Handbook Committees. He has been a member of the Construction Specifications Institute (CSI) since 1982 and has been certified as a Construction Document Technologist (CDT) since 2000. Donato is a Council-certified Microbial Remediator (CMR). Donato worked 17 years as an importer/distributor of ceramic tile and stone, and worked over seven years for a manufacturer of installation products and systems for ceramic tile and stone products. With a science education, an MBA, and over 30 years of tile and stone experience from installation to distribution to manufacturing, Donato is a very effective Expert Witness and Investigator.

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### **P R O F E S S I O N A L   E X P E R I E N C E**

**Ceramic Tile Installation:** Worked as a Union tile installer's helper for a Union ceramic tile contractor in Los Angeles, CA in the late 1960's. Continues to perform installations of tile and stone for personal projects.

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**17 Years as a Ceramic Tile and Stone Importer/Distributor:** Extensive experience consulting and assisting architects with their ceramic tile and stone selections and installation methods. Worked closely with ceramic tile and stone installers, as well as with the general contractors educating them and helping them design installation systems.

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**7 Years as a Manufacturer of Installation Systems:** Over seven years working with a manufacturer of installation products and systems for ceramic tile and stone. Provided technical consultation to architects and installers. Wrote installation specifications. Developed and ran training programs, investigated and resolved many job failure claims.

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**20+ Years of Training:** Extensive experience with effective results in teaching installation methods for ceramic tile and stone to architects, installers, distributors, and manufacturers. Conducted presentations on technical information in order to prevent potential installation problems, and developed and provided training resources and programs.

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### **W O R K   H I S T O R Y**

**2002 to present:** President and Owner of Ceramic Tile And Stone Consultants, Inc., Jamul, CA

**1995 to 2002:** Regional Sales Manager, Western USA and Western Canada, Laticrete International, Bethany, CT

**1994 to 1995:** National Account Representative, 13 Western States, Laticrete International, Bethany, CT



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*[Work History – continued]*

**1977 to 1994:** Executive Vice President, Southwestern Ceramic Tile & Marble Co., San Diego, CA

**1976:** Real Estate Agent, J & J Real Estate, Fort Leavenworth, KS

**1971 to 1975:** College with BioChemistry Major

**1969 to 1971:** U. S. Army Airborne Military Police and General's Secretary

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#### E D U C A T I O N

**University of Phoenix, San Diego, CA** 1996 to 1997  
MBA EMPHASIS IN MARKETING. GPA 4.00

**University of Phoenix, San Diego, CA** 1994 to 1996  
MBA WITH AN EMPHASIS IN FINANCE. GPA 3.82

**University of Phoenix, San Diego, CA** 1992 to 1994  
BACHELOR OF SCIENCE DEGREE IN BUSINESS ADMINISTRATION WITH AN EMPHASIS IN MARKETING. GPA 3.79

**University of California at San Diego Revelle College** 1974 to 1975  
BIOCHEMISTRY MAJOR WITH FULL SCHOLARSHIP.

**Orange Coast College, Costa Mesa, CA** 1971 to 1974  
BIOCHEMISTRY MAJOR. GPA 3.77

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#### S P E C I A L Q U A L I F I C A T I O N S

CERTIFIED CERAMIC TILE CONSULTANT (CTC), CERTIFIED THROUGH THE CERAMIC TILE INSTITUTE OF AMERICA SINCE 1979

CERTIFIED CONSTRUCTION DOCUMENTS TECHNOLOGIST (CDT) THROUGH CSI

CERTIFICATE OF COMPLETION FOR MOLD REMEDIATION IN BUILDINGS

CERTIFIED MICROBIAL REMEDIATION COURSE COMPLETION MARCH 19-21, 2007

COUNCIL-CERTIFIED MICROBIAL REMEDIATOR (CMR) JUNE 19, 2007

NATIONAL TILE CONTRACTOR ASSOCIATION (NTCA) RECOGNIZED CONSULTANT

REAL ESTATE LICENSE IN KANSAS

PRIVATE PILOT LICENSE AND PARATROOPER

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#### A D D I T I O N A L P R O F E S S I O N A L A C T I V I T I E S

ACI AMERICAN CONCRETE INSTITUTE; ANSI A-108 AND A137.1 AMERICAN NATIONAL STANDARDS INSTITUTE; ASTM C18 DIMENSION STONE COMMITTEE; BSI BUILDING STONE INSTITUTE; CSI CONSTRUCTION SPECIFICATION INSTITUTE; CTDA CERAMIC TILE DISTRIBUTORS ASSOCIATION; CTIOA CERAMIC TILE INSTITUTE OF AMERICA; FCA FORENSIC CONSULTANTS ASSOCIATION; FCI FLOOR COVERING INSTITUTE; FEWA FORENSIC EXPERT WITNESS ASSOCIATION; IAPMO UNIFORM PLUMBING CODE; IAQA INDOOR AIR QUALITY



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*[Additional Professional Activities – continued]*

ASSOCIATION; ICC INTERNATIONAL CODE COUNCIL; ISO TC189; MIA MARBLE INSTITUTE OF AMERICA; MMSA MATERIALS & METHODS STANDARDS ASSOCIATION; MSJC MASONRY STANDARDS JOINT COMMITTEE; NTCA NATIONAL TILE CONTRACTORS ASSOCIATION MEMBER AND CONSULTANT; TCNA TILE COUNCIL OF NORTH AMERICA REFERS INSPECTIONS TO CTASC; TILE HERITAGE FOUNDATION; WSCTA WESTERN STATES CERAMIC TILE ASSOCIATION.

PAST CHAIRMAN AND MEMBER OF CTIOA CERAMIC TILE INSTITUTE OF AMERICA TECHNICAL COMMITTEE

MEMBER AND PAST BOARD MEMBER OF CTDA CERAMIC TILE DISTRIBUTORS ASSOCIATION AND CLUB '84 CERAMIC TILE ACTION GROUP

CTDA EDUCATION COMMITTEE CHAIRMAN

COMMITTEE MEMBER OF ANSI AMERICAN NATIONAL STANDARDS INSTITUTE ANSI A108 AND A137.1 COMMITTEE, ASTM C-18 DIMENSION STONE COMMITTEE, BUILDING STONE INSTITUTE (BSI) TECHNICAL COMMITTEE, CTIOA TECHNICAL COMMITTEE, ISO TC189 COMMITTEE, MSJC MASONRY STANDARDS JOINT COMMITTEE, AND NATIONAL CONTRACTORS ASSOCIATION (NTCA) TECHNICAL COMMITTEE; PARTICIPANT ON TCA HANDBOOK FOR CERAMIC TILE INSTALLATIONS COMMITTEE.

DEVELOPED TILEWISE EDUCATIONAL CARTOONS AND WROTE COPY FOR ARTIST

MEMBER OF TOASTMASTERS 1990 TO 1992

## **Published Articles by Donato Pompo**

### ***Quality Control in Ceramic Tile and Stone Specifications***

The Construction Specifier Volume 55, Number 10, October 2002 - Reviews the importance of clearly stating quality control guidelines in job specifications.

### ***From Babylonians to Baby Boomers, Tile Endures***

Kitchen & Bath Business, January 2003 - How to overcome the challenges in selling and designing with ceramic tile and stone.

### ***Online E-Learning Education Arrives to the Ceramic Tile and Stone Industry***

TileLetter, June 2003 - How you can take advantage of new, less expensive and more effective educational technology on the web.

### ***Substrate Prep & Quality Controls for Ceramic Tile & Stone***

The Construction Specifier Volume 56, Number 8, August 2003 - Reviews common job problems leading to failures and Quality Assurance and Controls for preventing failures.

### ***Stone Products Catalina Report CR026 September 2003***

Contributing author to a 186-page statistical research report on the U.S. Stone Industry trends.

### ***Stone Exceeds U.S. Ceramic Tile Consumption Value in 2002***

NTCA TileLetter, November 2003 - Reviews stone consumption trends in the U.S. compared to ceramic tile; focuses on the ceramic tile industry.

*[Published Articles by Donato Pompo –continued]*

***Welcome to the Stone Age - Category Represents a Growth Opportunity for Dealers, Distributors***

Floor Covering Weekly Volume 252, Number 29, November 10, 2003 - Reviews stone consumption trends in the U.S. compared to ceramic tile; focuses on the floor covering industry.

***U.S. Stone Consumption Exceeds Ceramic Tile Value in 2002***

Stone World Buyers Guide 2004 Volume 20, Number 12, December 2003 - Reviews stone consumption trends in the U.S. compared to ceramic tile; focusing on the stone industry.

***Learning Proper Substrate Preparation and Quality Controls to Avoid Failures***

NTCA TileLetter March 2004 - Reviews common ceramic tile and stone failures and explains how to avoid them with proper substrate preparation with good quality control procedures.

***More than One Way to Skin a Building - Ceramic Tile, Brick, and Natural Stone***

**Veneers** - The Construction Specifier Volume 57, Number 6, June 2004 – Architectural review of exterior veneers.

***Exterior Adhered Veneer Test EXCEEDS 250% of Seismic Requirement... a New Opportunity for Ceramic Tile and Stone Sales***

NTCA TileLetter, September 2004 - Case Study of the new San Diego PETCO Ballpark, which reviews scratch and brown and cementitious backerboard unit methods with good quality control procedures.

***Stone Products Catalina Report CR039 March 2006***

Contributing author to a 214-page statistical research report on the U.S. stone industry trends.

***Tile and Stone Finishes for Restrooms – Values, Challenges and Avoiding Failure***

The Construction Specifier, Volume 59, Number 4, April 2006 – Glass, stone and ceramic finishes can provide a luxurious look for restrooms in hospitality environments. However, water intrusion often leads to failure. Quality control, good installation, and knowledge of the various standards are crucial.

***Stone's Grip on the Marketplace – Second Industry Report Shows Stone Consumption Continues Upward Climb***

TileDealer, September/October 2006 – Reviews the booming U.S. stone industry, citing important statistics on stone consumption, imports and pricing in 2005, and projected growth rate.

***Research Shows Stone Consumption Continues Upward Climb – According to a new Stone Industry Report, the market for natural stone in the U.S. is continuing to grow in terms of volume as well as value.***

Stone World Guide 2007 Volume 23, Number 12, December 2006 - Reviews stone consumption trends in the U.S. compared to ceramic tile; focusing on the stone industry.

***Mold: The Problem or the Symptom?***

TileDealer, January/February 2007 - The first article in a three-part series dealing with the affects of mold in the ceramic tile and stone industry.

***The Growing Concern about Mold: Legal Complications, Part 2***

TileDealer, March/April 2007 - The second article in a three-part series dealing with the affects of mold in the ceramic tile and stone industry.

[Published Articles by Donato Pompo –continued]

### ***Choosing Substrates and Installation Systems for Ceramic Tile and Stone Tile***

TileDealer, September/October 2007 – Deciding which substrate to use, how to prepare it, and which installation systems are best to complete the job.

### ***How Training and “E-learning” Can Improve ROI***

Floor Covering Institute Blog, May 19, 2010 [://blog.floorcoveringinstitute.com/](http://blog.floorcoveringinstitute.com/) On-line education is an effective, cost-efficient way to train salespeople and reduce expenses, increase your competitive edge and improve the return on investment spent on training.

### ***Natural and Manufactured Stone Products Catalina Report CR065 July 2010***

Contributing author to a 250-page statistical research report on the U.S. stone industry trends.

### ***Stone floor construction - good data leads to intelligent decisions and market strategies;***

Floor Covering Institute Blog, October 5, 2010 [://blog.floorcoveringinstitute.com/](http://blog.floorcoveringinstitute.com/); You are only limited by what you don't know. Stone statistical data and trends was limited until Donato Pompo and Catalina Research collaborated and published the U.S. Stone Product reports.

### ***Quality control - the best way to avoid ceramic and stone installation failures;***

Floor Covering Institute Blog, December 10, 2010 [://blog.floorcoveringinstitute.com/](http://blog.floorcoveringinstitute.com/); The best way to ensure quality installations is through a Project Quality Control Plan.

***Flexible, affordable training means adapting to and using technology;*** Floor Covering Institute Blog, June 29, 2011 [://blog.floorcoveringinstitute.com/](http://blog.floorcoveringinstitute.com/); Quickly evolving information and products makes education more important than ever. Training used to mean taking the sale force out of the field. But these days that isn't always necessary.

***Top cause of failed shower installations? Installer training;*** Floor Covering Institute Blog, September 13, 2011 [://blog.floorcoveringinstitute.com/](http://blog.floorcoveringinstitute.com/); We have learned that ceramic and stone installation failures are not usually the result of one deficiency, but rather a combination of compounding deficiencies.

***Market Strategy for a Tough Economy;*** Floor Covering Institute Blog, November 4, 2011 [://blog.floorcoveringinstitute.com/](http://blog.floorcoveringinstitute.com/); Whether you are part of the ceramic tile or stone industry, which is my specialty, or even part of the floor covering industry, the same business and marketing principals apply and you need to go through the same exercise to answer the following questions and prepare your business strategy...

***Good Specs Mean Good Tile and Stone Installations*** – The Construction Specifier, Volume 64, Number 12, December 2011 – Ceramic tile, natural and manufactured stone, and glass tile have rapidly evolved - it is not a simple matter to determine what, where, and with which something should be used. Consequently, it is more important than ever for the specifier to have thorough and clear quality assurance and quality control sections in their specifications.

[://www.kenilworth.com/publications/cs/de/201112/index.html](http://www.kenilworth.com/publications/cs/de/201112/index.html) , page 30.

***Shrinkage leads to Indent Fractures in Stone*** - NTCA TileLetter December 2011 - Shrinkage is not new. In fact, it's expected to occur within setting materials. What has changed is that much more stone is being installed today, over different substrates and substrate conditions.

[://www.tileletter.com/2011/12/](http://www.tileletter.com/2011/12/) .

### ***Good-quality Specifications result in good-quality tile and stone installations*** –

TADA, Tile for Architects, Designers and Affiliates - Volume 1, Issue 1, April 2012 – Ceramic tile, natural and manufactured stone, and glass tile have rapidly evolved - it is not a simple matter to determine what, where, and with which something should be used. Consequently, it is more important than ever for the specifier to have thorough and clear quality assurance and quality control sections in their specifications.



[Published Articles by Donato Pompo –continued]

***Intelligent merchandising in the floor covering showroom;*** Floor Covering Institute Blog, May 02, 2012 [://blog.floorcoveringinstitute.com/](http://blog.floorcoveringinstitute.com/); In a ceramic tile and stone showroom the two biggest challenges for customers are visualizing how the tile or combination of tiles will look installed in the home and determining which tiles are suitable for their intended application. The key to solving that challenge is to train sales people so they are knowledgeable and competent showroom consultants utilizing intelligent merchandising.

## **Educational Seminars Presented by Donato Pompo**

***Mannington Ceramic Tile: What You Need to Know to Make More Money...***  
Showing retailers how their companies will benefit from selling ceramic tile.  
***Surfaces, Las Vegas, NV, January 2003***

***The Ceramic Tile University – How to Sell and Market Ceramic Tile.***  
***Coverings, Orlando, FL, March 25, 2003***

***How to Grow Your Ceramic Tile & Stone Business – Ceramic Tile and Natural Stone Sales and Merchandising Techniques.***  
***Coverings, Orlando, FL, March 25, 2003***

***Stone Trends and Statistics – Review of 2003 Stone Report on US Natural Stone growth and how it will affect ceramic tile installers.***  
***NTCA Total Solutions Conference, Charlotte, NC, September 12, 2003***

***Market Trends in the Stone Industry – Review of 2003 Stone Report on US Natural Stone growth and how it will affect the stone industry.***  
***StoneExpo, Atlanta, GA, December 4-6, 2003***

***Under the Skin of Petco Park: An Architectural Case Study Tour – Review the architectural specifications and product selection for Petco - The San Diego Chapter of The Construction Specification Institute, Inc.***  
***Petco Ball Park, San Diego, CA, August 26, 2004***

***Developing a Marketing and Sales Plan for Your Stone Business – Showing importers and fabricators how to develop business plans for their companies.***  
***StoneExpo, Los Angeles, CA, October 28, 2004***

***Forensic Education through Online Training Programs – Showing forensic consultants how training can be developed and provided through asynchronous and synchronous web-based training.***  
***Forensic Consultant Association, San Diego, CA, November 10, 2004***

***Ceramic and Stone Tile Installation – Identifying the proper installation methods for ceramic tile and stone.***  
***Surfaces, Las Vegas, NV, January 26, 2005***



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*[Educational Seminars Presented by Donato Pompo - continued]*

**Turning Stone into Profit** – Showing how stone can be and will be a big part of the floor covering business in the future.

**Surfaces, Las Vegas, NV, January 27, 2005**

**Training the Ceramic Tile and Stone Industry Online** – Online education is the way of the future. Learn how to effectively and practically train your employees.

**Coverings, Orlando, FL, May 4, 2005**

**How to Avoid Ceramic Tile and Stone Installation Failures** – Learn the proper installation preparation and installation methods to avoid failures.

**Coverings, Orlando, FL, May 4, 2005**

**Case Studies of Successful Façade Installations (with Bill Klaser)** – Review successful exterior veneer installations and learn the key steps to a successful installation.

**NTCA Total Solutions, Las Vegas, NV, September 8, 2005**

**Avoid Failures for Tile & Stone** - Learn proper installation preparations and installation methods to avoid failures.

**NTCA Total Solutions, Las Vegas, NV, September 10, 2005**

**Natural Stone Trends – What Lies in the Future?** - Review of 2006 Stone Report showing US Natural Stone growth and how it will affect the stone industry.

**Building Stone Institute Convention, San Diego, CA, March 2, 2006**

**Training Employees and Customers – The Easiest and Least Expensive Way to Increase Your Profits** – Learn how to effectively and practically train your employees with both hands-on and online training.

**Coverings, Orlando, FL, April 5, 2006**

**Top Reasons Why Installations Fail** – Identifying the top reasons why ceramic tile and stone installations fail, and what you can do about it.

**Coverings, Orlando, FL, April 6, 2006**

**The Growing Concern About Mold** - What mold is and how it has become an industry problem now.

**Coverings, Orlando, FL, April 7, 2006**

**Delivering Education Online – The Way Gen X and Y Learn** – Online training and the way it is perceived and utilized by younger people in today's workforce.

**Coverings, Chicago, IL, April 18, 2007**

**Trends in Stone** for the Marble Institute of America – Current stone trends and how to avoid stone installation problems.

**2007 CTDA Management Conference, Dana Point, CA November 8, 2007**



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*[Educational Seminars Presented by Donato Pompo - continued]*

***Causes and Preventions of Ceramic Tile and Stone Failures*** for the Ceramic Tile Distributors Association International CTDA Webinar – Review the common causes of ceramic tile and natural stone tile failures. Review appropriate installation standards and methods to be utilized by installers and specified by architects within CSI Masterformat tile specification sections under the Quality Assurance and Quality Control sections.

***CTDA Webinar September 25, 2009***

***Causes and Preventions of Ceramic Tile and Stone Failures*** (Part of the Surfaces Floor Covering Show Program, "On Floor Education Stages for Business & Technology and Installation") – Review the common causes of ceramic tile and natural stone tile failures. Review appropriate installation standards and methods to be utilized by installers and specified by architects within CSI Masterformat tile specification sections under the Quality Assurance and Quality Control sections.

***Surfaces, Las Vegas, NV, February 03, 2010***

***Economic Strategies to Boost Ceramic Tile and Stone Sales and Profits*** – Review economic and product trends of the ceramic tile and stone industries.

***Coverings, Las Vegas, NV, March 14, 2011***

***Investigating Tile Failures; Ceramic Tile, Glass Tile, and Stone Tile*** – Presenter at the Floor Covering Inspectors Symposium where industry experts were invited to share their knowledge about floor covering problems.

***Surfaces, Las Vegas, NV, January 24, 2012***

***Fundamentals for Effective Communication Between Specifier and Natural Stone Supplier*** – Presented to Stone Quarry Producers and Stone Suppliers. ***BSI 2012 Annual Convention, La Costa Country Club, Carlsbad, CA, February 28, 2012***

## **Educational Online Courses Written and Produced by Donato Pompo**

**Understanding the Basics of Ceramic Tile:** The Ceramic Tile course includes industry standards and sales techniques and is designed to give salespeople the tools they need in order to increase sales, give tile installers the knowledge of industry standards and how to assist clients with selecting ceramic tile, and give professional designers the knowledge on how to select and specify ceramic tile. **Published April 2003; Updated December 2004; Updated December 2010;** also published as CTDA's Understanding the Basics of Ceramic Tile.





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*[Educational Online Courses Written and Produced by Donato Pompo - continued]*

**Understanding the Basics of Natural Stone:** The Natural Stone course includes industry standards and sales techniques and is designed to give salespeople the tools they need in order to increase sales, give stone installers and fabricators the knowledge of industry standards and how to assist clients with selecting natural stone, and give professional designers the knowledge on how to select and specify natural stone. **Published February 2010;** also published as CTDA's Understanding the Basics of Natural Stone.

**TTMAC Understanding the Basics of Ceramic Tile:** This Canadian version of the Ceramic Tile course includes industry standards and sales techniques and is designed to give salespeople the tools they need in order to increase sales, give tile installers the knowledge of industry standards and how to assist clients with selecting ceramic tile, and give professional designers the knowledge on how to select and specify ceramic tile. **Published January 2011**

**Tile Installer Thin-set Standards (ITS) Verification:** This course instructs installers on industry standards and proper installation methods for tile thin-set applications that apply to ceramic tile, porcelain tile, stone tile, glass tile, and other types of adhered tile materials. This course is also meaningful to architects, general contractors and owners who want to be aware of the industry installation standards. The course is taught in both English and Spanish. **Published October 2011;** also published as CTDA's Tile Installer Thin-set Standards (ITS) Verification.