

Sims: Changes at recycling company for future success

Company installed new CEO, CFO and COO/CCO

Apr. 26, 2014 |



Written by

[John Jarvis](#)

The Marion Star

MARION — Looking to the future, Sims Brothers Recycling has made a number of changes in its management team in recent months.

In March and April, the more than 75-year-old company installed a new CEO, CFO and COO/CCO.

The owner of the business, Gary Sims, who continues as president, said the changes prepare the company, which employs 150 at four facilities and plants off site, for future success.

“We just wanted formally to put things in place for succession,” said Sims, who also is chairman of the company’s board. “Two of the three are young guys who’ll carry us into the future.”

Sims, who had been president and CEO since the mid-1990s, relinquished the CEO role to his son-in-law, Scott Knowles.

“He comes from a legal background,” he said. “He gave up that profession to come to work with us. He’s a fine young man I think will have the skills down the road to lead the company. He can learn while I’m still here, too.”

Knowles was promoted from vice president of regulatory affairs and compliance, general counsel, and will manage the administrative aspects of the business while developing and implementing high-level corporate strategies. Before joining Sims Brothers, he worked for 10 years with Keis George LLP, a legal firm that specialized in insurance litigation. He worked his last five years there for the Columbus branch.

The company named Stanley Casey as chief financial officer. Casey had served as controller since joining the company in 1975.

“We always knew he was the CFO,” Sims said. “Basically we wanted to recognize him. He’s been doing our accounting for what the CFO does for many years anyway.”

The new chief operations officer/chief commercial officer is Garrett Tracey, who was promoted from vice president, ferrous division, a position he had since joining the company in 2008.

“He’s a good operational guy,” Sims said. “He’s the operations guy. He’ll lead the operations of our whole business.”

As COO, Tracey is accountable for the direction, operation, management and profitability of Sims Brothers’ four central Ohio scrap yards, which are in Marion, Delaware, Bellefontaine and Columbus. As CCO, he will focus on managing all scrap marketing for the recycling company, including purchasing, sales and market positioning programs. He also will guide long-term scrap management initiatives and key commercial agreements.

Tracey succeeded Scott Fischer, who was fired from the company in April 2013 after he was charged with federal income tax evasion and later was convicted.

“Basically we didn’t have a COO, so Garrett was the natural guy to do that,” Sims said.

Sims Brothers Recycling takes in scrap ferrous and non-ferrous materials and gets it ready for steel mills, paper mills and other industries.

The company has no immediate plans to add any other locations or make other major changes, he said.

“We just kind of like to grow our business every year by a percent or 2,” he said. “We’re always beating the streets talking to industries and getting their scrap. It’s just a slow-growth mode. ... Our core value is to grow the company, put money back into the company so we can grow.”

Sims Brothers Recycling had its beginnings in the entrepreneurship of Sims’ father, Don, and uncle, Carl, who, while elementary-age children in the 1920s, used a pull wagon to collect scrap metal and paper in Marion and sold it to a scrap processor. It’s been at 1011 S. Prospect St. since 1938.

The current president said having family working with the company and Knowles in place to lead the business in the future is a comfort.

“I’m very proud of that, and I know my dad and Carl would be very proud of that, too, and my mom,” he said. “It’s kind of refreshing for me. I know what the future is going to be. It’s a stress reliever.”

jjarvis@marionstar.com

740-375-5154

Twitter: @jmwjarvis