

Specialities/Strengths

- Visionary
- Experienced entrepreneur
- Effective marketer
- Dynamic public speaker
- Strategic thinker
- Successful business executive
- Great sense of humour
- The ability to communicate to students real world applications and experience

Achievements

- Have conceived, designed, and led the development of hundreds of brands, products and services –in technology, beauty, hospitality, beverage, and consumer products & services
- Have founded, led, been on the leadership team, and operated more than twenty companies
- As a past member of The Tech Coast and Pasadena Angels – led the financing of eight start-up and early stage companies

Accomplishments I Am Particularly Proud Of:

- 18/8 Fine Men's Salon: Conceived the brand, business model, and salon products. When I stepped in full time two years ago, the company had a negative EBITDA of 3%. Today the EBITDA is at 22% with revenues increased 50% year-over-year (YOY); guest count up 40% from 3200 guests per month to 4000; and average ticket up YOY from \$35 per customer to \$42. Launched the franchise business and have franchised the state of New Mexico, San Diego County to date.
- Paul Mitchell: Recently came up with strategy to create a men's division. Conceived and designed "Mitch for Men" – brand is projected to achieve \$100M in sales in next five years.
- Vertu: Strategic work and new products development for Vertu – The luxury division of Nokia. Have worked with Vertu from inception. Brand today is approaching \$500 million in sales and projected to be a \$2 billion brand in the next five years.
- House of Blues: Two year assignment assessing value and strategic direction of brand. Work resulted in House of Blues capturing a 25% premium with the sale to Live Nation.
- Crystal Cruises: Was second person hired on the leadership team at inception. Designed all elements of corporate identity, trade and consumer communications as well as served on the committee for determining the look and feel of the onboard venues/restaurants and casino. With more than \$400 million in revenue, Crystal Cruises has been voted more than 20 times, no.1 luxury cruise line in the world
- Rhino Chasers: Created one of the most successful and dynamic brands in the microbrewery business. Two years from inception, into no. 13 in the category, and a brewpub at LAX that grossed \$1200 per square foot, the highest per sq. ft. grossing retailer at the time at LAX.
- Semester at Sea: My first branding assignment. When my father transitioned as Vice President of International Studies at Chapman College (formerly Academic Dean) where he headed up the World Campus Afloat program, to starting up the Institute for Shipboard Education– I was tasked with coming up with the new brand – 'Semester at Sea'.

Career History

- 2008 to present – CEO/CMO/COO – Ultimate Brands, Inc. (Brand strategy/product-service development – holding company of 18/8 Fine Men's Salon brand, and Ultimate Franchises)
- 2009 to present – CEO/CMO – Ultimate Franchises, Inc. (Franchise entity for 18/8 Fine Men's Salons – wholly owned by Ultimate Brands)
- 2005 to present – CEO/CMO – Mana Concepts (18/8 Fine Men's Salons) www.EighteenEight.com
- 2001 to 2005 – CMO – Mana Concepts (18/8 Fine Men's Salons)
- 2006 to 2011 – CEO – Boombang Ventures (Venture Division of Boombang)
- 2006 to 2011 – SVP – Boombang (International product development/brand strategy firm) www.Boombang.com
- 1990 – 1996 – CEO/CMO William & Scott Company (Rhino Chasers Microbrewery)
- 1980 – 2006 – CEO/CMO of GO Brand Engineering (formerly called Design Associates) – a design agency with emphasis on consumer products/services

Teaching/Speaking Engagements

- Chapman University – Professor – Business School (2012)
- Art Center College of Design – Instructor – Advanced Product Design (2007 – 2009)
- UCLA Anderson School – guest speaker/panellist (various events/MBA classes since 2002)
- Chapman University – guest speaker – Richard Sudek’s MBA class
- Tech Coast Angels – numerous panels on entrepreneurship
- Harvard Business School Entrepreneurs Conference – guest speaker/moderator for ten years on brand strategy/new product development
- Pepperdine University – guest speaker for various MBA classes
- The Luxury Council – various panels/speeches on entrepreneurship/marketing/brand and product development
- Radio/Television/Print – numerous speaking engagements for book tours as author

Education and Qualifications

- The Anderson School at UCLA, Los Angeles/CA (1999 – 2001) - MBA
- Art Center College of Design, Pasadena/CA (1973 – 1979) – BA with professional degree
- Chapman University – Orange, CA - 1971 – 1973
- World Campus Afloat (now Semester at Sea) – Spring 1973

Organizations/Board Positions

- Current
 - The Surfing Heritage – Board of Directors
 - The Luxury Council – member
 - Chairman/BOD for all my current companies
- Past
 - The Harvard Business School Entrepreneurs Conference – on the planning committee for twelve years
 - President of The Art Center Alumni Board
 - Tech Coast Angels and Pasadena Angels
 - MENG – Marketing Executive Networking Group – member for five years
 - Board positions – various board positions on eight Tech Coast Angel funded companies

Publishing

- “Air Powered – The Art of the Airbrush” – Random House
 - Conceived/produced/co-designed
 - Approximate sales – 250,000 hardbound
- “America’s Best Beers” – Little Brown
 - Conceived, designed, co-authored
 - Approximate sales – 75,000 soft bound
- “Famous Chefs, and Other Characters” - Doubleday
 - Conceived, designed, co-authored
 - Approximate sales – 15,000 hardbound
- “Renaissance Man’s Manifesto” – in progress
- “Renaissance Men – Beyond Genius” – in progress
- “Renaissance Women – Out of the Shadow” – in progress
- “Surfers’ Guide to Success – A Must Read for Wall Street” – in progress
- “Win Her Heart; Keep Her Heart” – A Culinary Guide – in progress
- Blog – “The 18/8 Man” – for interesting and intriguing men - <http://theighteneightman.tumblr.com/>

Hobbies / Interests

- Current
 - Writing – working on new book projects/ new blogs for various businesses
 - Tennis/swimming/skiing
 - Foodie – love cooking/great restaurants/great wine
 - Travelling – museums – destinations all over the world
 - Have lived/travelled to more than 40 countries

