



## **DAYMOND JOHN**

Daymond John has come a long way from turning a \$40 budget into FUBU, a \$6 billion fashion game-changer. Throughout his career, Daymond has continued to be an entrepreneur in every sense of the word. He is not only a pioneer in the fashion industry, but a Shark on ABC's Shark Tank, New York Times best-selling author, branding guru and highly sought after motivational speaker. Most recently, President Barack Obama appointed Daymond a Presidential Ambassador for Global Entrepreneurship, a position focused on promoting the power and importance of entrepreneurship on a global scale

With years of experience as both a successful entrepreneur and mentor, Daymond landed a co-starring role on ABC's business show, Shark Tank. Throughout his eight seasons on the show, Daymond has given countless aspiring entrepreneurs the opportunity to work alongside him and his team, showing them the ins and outs of what they need to take their business to the next level. As The Peoples Shark, Daymond has made an impact on the hopeful entrepreneurs vying for an investment in the Tank, as well as the weekly viewers sitting at home, through his relatable story and journey to success that continues to both motivate and inspire. As the most watched program on Friday nights, Shark Tank has maintained an impressive average weekly viewership of over 10 million and has won multiple Emmy Awards. In early 2014, Shark Tank syndicated on CNBC, becoming the channel's top rated show and giving the network its best primetime ratings in over 6 years.

Daymond created his brand consulting company, The Shark Group, to reveal the secrets that made FUBU a \$6 billion global brand and reinvented the once defunct Coogi brand into the biggest fashion line in its space. Consulting for some of the top Fortune 500 companies in the world, Daymond and The Shark Group share advice and experience on branding, licensing, social media, product placement, marketing strategy and overall business consultation. As a brand consultant, Daymond and his team will examine the needs of the corporation, dissect the problems and create manageable solutions for brand growth. He will also help improve your business' profitability by enhancing the marketing structure and strategy.

Daymond is the author of three best-selling books, including Display of Power, The Brand Within and, most recently, the New York Times and Wall Street Journal best-seller The Power of Broke. As a world-renowned marketing and branding guru, Daymond has been the recipient of numerous prestigious awards throughout his career, including Brandweek Marketer of the Year, NAACP Entrepreneur of the Year, The Essence Award, Advertising Age Marketer of the Year, Ernst & Young's Master Entrepreneur of the Year, and Details 50 Most Influential Men.

John has also been tapped to work with President Obama on his My Brother's Keeper program, which will help create access and opportunity for underserved men of color via mentorship and education. As a consultant, Daymond will examine the needs of your business, dissect the problems, and create manageable solutions for brand growth. He will also help improve your business' profitability by enhancing the marketing structure and strategy.

As a motivational speaker, Daymond's quintessential rags-to-riches success story of sacrifice, hard work, and perseverance as well as the unique and charismatic way he communicates it, will inspire any audience.