



## Bert Jacobs

Bert Jacobs is Co-founder and CEO (Chief Executive Optimist) of The Life is Good Company, which spreads the power of optimism through inspiring art, a passionate community, and groundbreaking nonprofit work. Bert and his brother John launched their business with \$78 in their pockets, selling t-shirts in the streets of Boston. Today, Life is Good is a \$100 million positive lifestyle brand sold by over 2,000 retailers across the US and Canada.

Bert worked as a ski instructor and pizza delivery guy in Vail, CO before teaming with his brother John to design and sell T-shirts in college dorms up and down the East Coast. After five years traveling in their van together, the brothers officially launched Life is Good.

Bert focuses his energy on guiding the Life is Good brand vision, and developing strategic partnerships and collaborations with organizations that extend the Life is Good brand to new product categories and customers. He enjoys live music, travel, and surfing. His shoes do not always match.

To inspire others to choose optimism and grow the good in their lives, Bert and John wrote *Life is Good: The Book/ How to Live with Purpose and Enjoy the Ride*, published by National Geographic in September 2015.

Bert has been awarded honorary doctorates from several universities for entrepreneurship, business innovation and philanthropy. He and Life is Good have been featured on *CNNMoney*, *CNBC's Business Nation*, *ABC News' Nightline*, *NBC's The Today Show*, and in the *New York Times*, the *Wall Street Journal*, *Inc. Magazine*, and *Men's Health*, among others.

Bert and John are the youngest of six siblings from Needham, MA. They credit their mother as the first powerful optimist in their lives, and the inspiration for Life is Good.