



THE
TOP
100

INNOVATORS and *Entrepreneurs*

Featuring

CHRISTOPHER TUMA

Founder: Churchill Fox





Meet

MARK MARXER

Co-Founder and Managing Partner of MMX Management; Co-Founder and CEO of MMX Sports and Entertainment; and Co-Founder and Managing Principal of MMX Wealth Partners

From Humble Beginnings to Multiple Empires: The Extraordinary Journey of Mark Marxer, the Unifying Force in Finance, Sports, and Entertainment.

He's a difference-maker, a unifier, an artisan of change, a nurturer, a caretaker, a rebel, and a leader.

He built an empire from nothing—400-plus companies—and raised over \$20 billion since 1994. He is one of the early pioneers of the alternative investment model, a respected authority in the finance arena, and the cofounder of four of the most credible firms in the nation: MMX Management, MMX Global Partners, MMX Sports and Entertainment, and MMX Wealth Partners.

While many so accomplished would describe themselves as a self-made man, he winces at the very suggestion. And while most leaders of his stature would not only crave but demand the spotlight to proclaim to the world their greatness, he seeks not praise, awards, or glory. His humility is almost hard to fathom, especially given his network that reads like the *Who's Who* of sports, entertainment, finance, philanthropy, business. Yet it is refreshingly sincere.

Mark Marxer's rise is all the more remarkable when you know his story. His is an inspirational tale for the ages—and it's still being written.

From Food Stamps & Government Cheese to One of the Most Prolific Entrepreneurs and Business Leaders in the Nation

His story began on a rain-soaked gravel driveway in Eugene, Oregon. The hollow echo of a basketball as a young Mark dribbled through a rainy day—escaping only temporarily from the poverty, difficult family dynamic, and instability just on the other side of the screen door. It was a cadence of salvation, one that would resonate throughout his life and mark his journey from elementary school entrepreneur to a 12-year-old “man of the house” working odd jobs to support his mother and siblings after his father abandoned them. It was a responsibility Mark willingly shouldered as a high school

athlete, fraternity president who helped reform the entire campus system, vice president of the student body at Oregon State University, and father of three the years that followed. Mark vividly recalls those slippery rocks: “Sports allowed me time away, to deal with challenges and process them all. It was a safe haven, a place to heal, and a space to reflect. I was able to prepare and refocus my alignment into building a sense of community, a sense of existing in a part of something so much greater than my circumstances,” he says. “A team is bigger than just one person; together, we are stronger and working towards common goals.”

When the turmoil of life weighed heavily on his mind, Mark would steal away to the movies or sporting events to escape into a different world. There, in the welcoming haven, strangers joined together in gasps, cheers, laughter, and muted anticipation. “I've witnessed throughout history that the ethos of sports and entertainment combined are two of the great equalizers that bring people together for a common goal and common good,” Mark says. This is precisely what he's done his entire life—connecting and uniting people—building each of his businesses around assisting others through obtaining collective success.

As for those heroes of sports and entertainment, Mark is making sure they're taken care of, just as they—unknowingly—took care of him and continue to lift up nations and cultures throughout humanity.

“The more I realized the unifying power of sports and entertainment transcending borders, ethnicities, politics, and religious beliefs, the more obvious my alignment became,” Mark explains. “With over 30 years in business, my ability to connect individuals, my sports background, and understanding everything from the game to the players to the owners who are our clients, and those who envision this future, I've pushed to create the narrative around interconnected companies that together can unite people in more ways than I ever imagined.”



This is MMX Management—A Culture of Intention

Launched in 2010 by Mark and cofounder Brian Leftwich, MMX Management, through its subsidiaries, MMX Global Partners, MMX Sports and Entertainment and MMX Wealth Management, is a preeminent business development, advisory, and capital raising firm, specializing in alternative investments. With offices in New York, Minneapolis, Boca Raton, and Palo Alto, MMX is dedicated to working with talented individuals, teams and innovators, advising them on their respective paths to proper business development, growth and risk management. With over 145 collective years of experience, MMX uses its extensive network of over 1,000 investor relationships and a boutique approach to create strategic, long-term partnerships that drive success.

MMX Sports and Entertainment’s goal is to educate, guide, and support athletes and entrepreneurs and to assist their growth and development, and maximize their impact and potential. Mark and his team strive to proliferate a culture of intention and execution in the minds of their clients that will launch and support success not only for their clients, but for all those connected to them (family, community, team, and business associates, and friends). “We empower our clients and partners with the tools and resources needed to make informed decisions about their careers, finances, and future endeavors that will enable them to reach their personal goals in whatever capacity they design,” Mark explains.

An Artisan of Change: Uniting the Might from Screen, Stage, Sports & Philanthropy to Change People’s Lives

Mark measures success not by metrics, but by the positive change he’s made in the lives of others. That number is incalculable and still scaling. Now he’s assembled a growing powerhouse team from investment alternatives, investment banking, sports, entertainment, wealth management within a construct of business, and philanthropy pursuing a joint mission to make an impact that reverberates into brighter tomorrows for all. “It’s time to make a significant difference at another level and I have my foot on the gas for the foreseeable future. My next chapter is going to be my best and I’m focused on doing great things for others. With purpose, integrity and intention,” he shares.

contact info removed





“

Sports allowed me time away, to deal with challenges and process them all. It was a safe haven, a place to heal, and a space to reflect. I was able to prepare and refocus my alignment into building a sense of community, a sense of existing in a part of something so much greater than my circumstances.



From left to right: Founders Michael Hund, Jill Vedder, and Eddie Vedder of Pearl Jam

MICHAEL HUND

The Extraordinary Ensemble United in the Epic Race to Save the Butterfly Children

Never before has such a diverse community of supporters banded together, propelled by a single, urgent mission. From music, sports, and film stars to big tech, biotech, and business leaders; hedge funds and venture capitalists to philanthropists, academia, entrepreneurs, and millions of people across the globe, this extraordinary ensemble's unified mission has grown into a worldwide anthem: To save the Butterfly Children.



www.ebresearch.org

EB RESEARCH
PARTNERSHIP
contact info removed



Led by Michael Hund, the CEO of EB Research Partnership (EBRP), it's an anthem fueled by innovation, philanthropy, and the unyielding spirit of humanity carried by the momentum of a symphony of voices from concert halls to boardrooms, from Main Street to Wall Street, together in a race to find a cure for Epidermolysis Bullosa (EB), a rare, life-threatening, and heart-wrenching pediatric skin disorder that affects 500,000 people—mostly children—that causes the skin to blister and tear easily. They are called "Butterfly Children" because their skin is as fragile as a butterfly's wings. They are little dreamers with boundless imaginations. They are inquisitive, they are loving, they are kindhearted. They are the bravest little warriors on the planet who endure unfathomable pain—and they are the center of a global effort to give them a chance to fly.

Founded in 2010 by a group of dedicated parents along with Jill and Eddie Vedder (Pearl Jam), EBRP is the largest global funder of innovative Epidermolysis Bullosa (EB) research and development with a mission to rapidly accelerate treatments and achieve a cure by 2030. Their list of supporters reads like a roll call of the world's most recognized names who know it is not a question of "if" a cure for EB will be found, it's only a matter of "when." The hope of "when" just rang out louder than ever with a monumental breakthrough.

A Historic High Note of Hope: First-ever FDA-approved treatment for EB, hope for all rare diseases

In May 2023, Krystal Biotech's VYJUVEK™, the world's first-ever therapy for the treatment of Dystrophic Epidermolysis Bullosa (DEB), a rare and severe form of EB, secured FDA approval. This is not only the first-ever FDA-approved treatment for those battling DEB, but also the first FDA-approved topical, redosable gene therapy—and watershed moment that marks not only a groundbreaking scientific achievement but the power of EBRP's innovative venture philanthropy business model. "More than 300 million people around the world are affected by a rare disease, yet 95% of rare diseases lack an FDA-approved treatment. Now, with an FDA-approval, EB warriors and our community proudly cross into the 5%," says Michael, who has spent his career dedicated to transforming health care for those battling disease, previously serving at the Multiple Myeloma Research Foundation and the actor Paul Newman's Hole in the Wall Gang Camp. "Having worked in service to the patient community for 20 years, these are the wins that we relentlessly fight for every day. And tomorrow, we will get up and continue fighting until there is a treatment for every patient and we achieve our goal of a cure" he adds.

Venture Philanthropy—Redefining the Score of Medical Research

EBRP's Venture Philanthropy business model has been highlighted for its leadership by Harvard



From left to right: Actor Tom Holland and Michael Hund

Business School, Yale University, and MIT in helping to fast-track not only a cure for EB but therapies that could affect thousands of other rare diseases. When making a grant to a research project, they retain the added upside of generating a recurring revenue stream if the therapy or product is commercially successful, then use the return on investment to fund additional EB research until a cure is found. Since inception, EBRP has raised over \$50M, funded over 120 EB projects and contributed to an astounding 20-fold growth in EB clinical trials.

EBRP invested in Krystal Biotech in 2017, shortly after Krystal Biotech's initial public offering of common stock. The investment was made via a private placement of Krystal Biotech's common stock, and as part of the stock purchase agreement, Krystal Biotech committed to commence a Phase I clinical trial of VYJUVEK. The funding followed the highly competitive application and screening process overseen by EBRP's Scientific Advisory Board (SAB), which is composed of leading scientists and physicians. EBRP was able to generate a more than double return on its investment and reinvest that capital back into more EB projects. But their goal extends beyond EB. "A rising tide lifts all boats, and we feel a responsibility to take what we've learned and share it with the rare disease community to accelerate their goals to deliver hope and healing for the communities they serve," Michael shares.

Venture Into Cures—3 Events, 3 Years, over \$6M Raised by a Symphony of Supporters Committed to Finding a Cure

Over the past three years, a constellation of celebrities has joined together in this inspiring digital event that has raised incredible awareness and funds for EB: Eddie and Jill Vedder, Billie Eilish, Will Ferrell, Tom Holland, John Legend, Chris Pratt, Keanu Reeves, Olivia Rodrigo, Emma Watson, Red Hot Chili Peppers and more. But the rhythm didn't stop there, with support carried by forward by philanthropic giants and foundations like the Deshe Family, Helmsley Charitable Trust, Hearst Foundations; biotech heavyweights Krystal Biotech, Abeona, and Amryt; and corporate titans like Amazon Web Services, CIBC Innovation Banking, Jefferies, and Deloitte. "Through the ongoing support of the Venture Into Cures' audience, donors and the patient and medical communities, we will continue to fund the most innovative and impactful global research, and we will not rest until we find a cure for EB and beyond," says Michael.



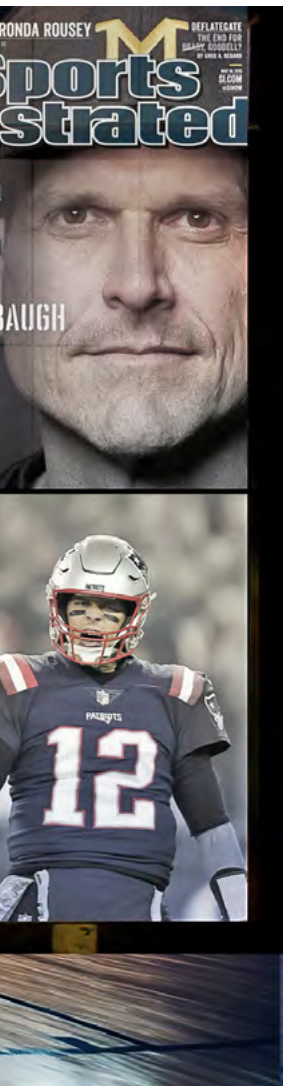
Christopher Schroeder CHAIRMAN & CEO

In the fast-paced realm of hospitality and leisure, where competition is fierce and innovation is paramount, one name shines brightly as a beacon of distinction: Christopher Schroeder. As the chairman and CEO of Sports Illustrated Resorts, Chris stands at the helm of a venture that is redefining experiential hospitality and entertainment. With a career spanning over three decades, Chris' journey is a testament to the transformative power of visionary leadership, strategic thinking, creative exploration and unwavering dedication to excellence.

From his pioneering efforts in creating valuable brand extensions, to repositioning and launching brands for global titans like MGM Grand and Universal Music Group, to his instrumental role in shaping the landscape of experience driven hospitality, Chris' influence reverberates across industries. His expertise in brand expansion, resort development, and strategic partnerships has not only propelled Sports Illustrated Resorts to the forefront of the market, but has also set a new standard for immersive guest experiences.

At the core of Sports Illustrated Resorts' ethos lies a deep-seated commitment to celebrating the history and heritage of the iconic people and events that were chronicled in the 70 years of Sports Illustrated and the goal to bring them to life in physical spaces through authentic, innovative, and engaging experiences. With projects spanning leading destinations such as the Caribbean, Orlando, and major university towns, each resort bears the unmistakable imprint of Chris' visionary leadership. From state-of-the-art facilities to exclusive events featuring legendary athletes, every aspect of the Sports Illustrated Resorts experience is being meticulously curated to captivate and inspire guests.

In this interview, Chris offers insights into his journey, his vision for the future of Sports Illustrated Resorts, and the principles that drive him to push the boundaries of what's possible in experiential hospitality, entertainment, and leisure. As we delve into the mind of a visionary leader, we uncover the passion, the innovation, and the relentless pursuit of excellence that define the essence of Sports Illustrated Resorts.



Given your vast resume of accomplishments, what were some of the most defining moments in your career?

Way before there was the term “disrupter,” I was a pioneer disrupter. I always looked for ways to take emerging technology or innovative ideas and creative applications that could change things for the better. One of the many examples was developing one of the first online reservations systems for the hospitality industry, which I did for MGM Grand and Hilton Gaming properties, which combined included 9 of the 10 largest hotels in the world. Another example is creating one of the first direct to consumer ecommerce sites for Samsonite, one of the most recognized brands in the world. The ability to transact online is now just a part of our life, but when I created these systems, it was new for people and made a significant contribution to where we are now.

Can you tell us about your journey in creating and expanding Sports Illustrated Resorts?

Absolutely. People want experiences, and sports is one of the greatest experiential drivers. Sports Illustrated Resorts was born out of a vision to create immersive experiences that blend the iconic imagery from over 70 years of Sports Illustrated into a physical space that celebrates great food and beverage, health and wellness, plus unique, and even proprietary, immersive experiences that have a strong appeal to the vast audience of active lifestyle guests that will be visiting our properties. Whether it’s through our experiential parks, signature restaurants and fitness

centers, to exciting events including watch parties, proprietary awards ceremonies and even concerts, our properties will offer something for everyone.

What sets Sports Illustrated Resorts apart from other hospitality brands?

What sets us apart are the experiences we create, the imagery we have to work with, the desire to celebrate human achievement, and the drive we have to be champions in everything we do. From the moment guests step foot in our resorts, we want them to be excited and energized, but feel very much at home where they can enjoy our events, culinary offerings and curated experiences.

How do you approach business development and partnerships for Sports Illustrated Resorts?

Opportunity is our greatest challenge. We are extremely collaborative and are looking for the right opportunities and partners that have real projects that make sense. This brand and what we have created with Sports Illustrated Resorts is receiving overwhelming response. We believe in the power of collaboration and are seeking the right partnerships with great developers, investors, hotel owners and strategic partners. Our extensive network and track record of delivering results have enabled us to cultivate partnerships that elevate the Sports Illustrated Resorts brand on a global scale.



"From the moment guests step foot in our resorts, we want them to be excited and energized, but feel very much at home where they can enjoy our events, culinary offerings and curated experiences."

How does your leadership reflect the company’s commitment to passion, innovation, and expertise?

At its core, my leadership philosophy lies in an unwavering dedication to the customer experience, honoring the brand and aligning myself with champions who I like, trust, and respect. That is the basic criteria by which I enter into any venture, coupled with a lot of faith.

What do you envision for the future of Sports Illustrated Resorts?

Looking ahead, our vision is to continue pushing the boundaries of what’s possible in hospitality and leisure. We’re constantly exploring new markets, innovating our offerings, and staying ahead of industry trends to ensure that Sports Illustrated Resorts remains synonymous with excellence. Whether it’s expanding our footprint in key destinations or introducing groundbreaking experiences that captivate audiences, our focus remains on delivering unparalleled value to our guests and partners alike.



Contact Info Removed



Get to Know **CORRY** *Deale*

"This community and its people are everything to me. I'm not just a realtor, I'm your neighbor."



Contact info removed



Anyone looking for a great home and community in and around Chesapeake Beach, Maryland, will get so much more if they work with Corry Deale. Working under the brand, Corry Deale Homes, with brokerage RE/MAX One, she's served hundreds of clients in Maryland and Virginia with a special focus on military families, handling everything from \$10,000 properties to million-dollar homes, from starter to vacation homes. Going into her 9th year in real estate, Corry was named a *Top 1% Realtor*, a *First Quarter Top Producer*, and was in the *Million Dollar Club* nine out of 12 months, all in 2021 alone.

But it's more than just helping families find a home. Corry makes sure they feel welcomed, connecting them with her network and getting them settled into the area she calls home. Residing near the town her ancestors founded, Corry is much more than a realtor. "This community and its people are everything to me," she says. "I'm not just a realtor, I'm your neighbor."

We sat down with Corry to learn more about what working in real estate means to her.



Tell us about your connection to the area.

My home is in Chesapeake Beach, 12 miles from Deale, MD, where my father was born in his uncle's home. This small town was named after my ancestors in the 1700s. Founder, Capt. James Deale, is laid to rest in Galesville, MD. Strangers see the hereditary white streak in my hair and say, "Hey, I bet you're a Deale." I jokingly ask, "How did you know?"

What brought you back to the real estate industry?

Reeling from the loss of my mom, I reevaluated my life and decided that if I passed the real estate test, again, that was the path God was leading me back to. It was the best decision I ever made, and this is exactly what I'm supposed to be doing. My passion drives me to work every day because it's not work to me and I'm carrying on mom's legacy. She was very prominent in the real estate community, so I now work with people she worked with. One REALTOR® sent me a letter on mom's birthday telling me how, if not for her guidance, she wouldn't be where she is today in real estate. I want to make my mom proud every day. She was absolutely amazing and was a pillar in our community.

Does your intimate knowledge of the area as a native benefit homebuyers and sellers?

Absolutely. I watched Calvert County, Maryland, grow from farmland. My dad was a builder, so I got to know a lot of the subdivisions. As teenagers, we had nothing to do, no movie theaters or anything, so we'd drive up and down the roads and through new developments being built. I know all the nooks

and crannies; I know the roads and neighborhoods like the back of my hand. In getting to know people, I can introduce them to community activities, groups, and book clubs, and I give them a list of local businesses.

Tell us about your involvement with Homes for Heroes.

I gratefully give 30% of my compensation back to Homes for Heroes; they're a nonprofit. I'm the local ambassador for the program. I always ask my clients questions to see if they fit one of the categories. Through the program, they can receive a check back after purchasing a home or I can arrange to have this money applied toward their closing costs instead.

Why did you choose to specialize in military families?

I have a great respect for what they do. My husband was in the Air Force, and I have family members who were in the military. There's great sacrifice the military families make in moving to new communities. They need someone who cares and can find them a place to call home. I've been in their shoes, moving to where I knew no one and nothing, so I can empathize as a spouse and mom.

What do you enjoy most about your work?

It goes back to helping families find the right home, whether to grow or retire. I go door-knocking if I have to and look for expired listings and inactive properties. I've found perfect homes that way. When I see pictures of a family around a table at Thanksgiving or decorating for Christmas, it makes me happy! That is the meaning of everything I do.



K. Ismail

THE LAW OFFICES OF KEDAR K. ISMAIL

KEDAR ISMAIL

OWNER, THE LAW OFFICES OF KEDAR K. ISMAIL.

"I've really never looked at myself as the smartest or the best, but I'm a man of my word who will fight harder for you than anyone. The truth is, I'll never quit."

Kedar Ismail lives by the mantra, "Anything worth doing at all is worth doing well." It is a philosophy that is purposefully woven into the fabric of his eponymous practice, the Law Offices of Kedar K. Ismail. Based in Springfield, Massachusetts, the full-service firm has served the community and beyond since 2018 in a variety of cases and practice areas. Their popularity and stellar reputation are a credit to Kedar's commitment and persistence.

Kedar graduated in the top 25% of his class at law school, which was no easy feat, considering that as a child, he was placed in special education. However, through sheer determination, Kedar got himself declassified. He now uses that experience to demonstrate that with fortitude, there's no limit to what you can achieve, and Kedar's achievements are especially evident in the courtroom.

As an indomitable force in defense cases, Kedar focuses on helping his clients achieve justice. Whether it is to avoid a punitive action or attain a desirable settlement, he holds himself to the highest standard, striving to always do the right thing. "I've really never looked at myself as the smartest or the best, but I'm a man of my word who will fight harder for you than anyone. The truth is, I'll never quit," he shares.

The Top 100 Magazine spoke with Kedar to learn more about his self-made success, practice specializations, and what motivates him to continually excel in his career.

Kedar, can you tell us about the kinds of cases you take and why?

I've worked on almost every type of case imaginable, but the common denominator is that I am driven by a deep-rooted desire to make a positive impact in the world and in my clients' lives. This may manifest in the form of preparing and reviewing legal documents for an athlete or celebrity or criminal defense. For example, there was a criminal trial in Greenfield, where my client was adamant about his innocence in a drug distribution case. The odds were not in his favor, but I gave it everything I had. I remember feeling a little uneasy while waiting for the outcome, but I was confident that I had presented the best defense, especially considering the complexity of the case. The jury came back

with a not guilty verdict, and I felt a sense of honor, knowing I had gotten the best outcome for my client.

I also represent juvenile clients in criminal defense cases, which can be tough, but the reward of seeing these young adults go on to graduate and complete their diversion programs is tremendous. I always try to ease their anxiety, before, during, and after the trial, by telling them, "you have to work through it and work for it." I recall one minor client that I represented in an assault case who had experienced many challenges and almost didn't graduate high school. After the case was done, he ended up going to college and graduating in three years. I drove him to that graduation—it's a really special memory we share. In a nutshell, the type of case is not relevant. We always endeavor to build trust and by the grace of God, I've made great connections with my clients.

Your latest venture, Group One Management, is in the sports and entertainment space. Tell us a bit about it, and how you're able to leverage your knowledge and experience in this particular arena.

We started Group One Management to expand our sports and entertainment practice. We provide management services for individuals in combat sports, such as up-and-coming boxers and MMA fighters. It's been incredibly rewarding to work with these athletes and be a part of their journey from the beginning. It's something I've always been really passionate about.

Lastly, Kedar, what do you enjoy most about your work? What drives you?

For me, it's really about taking care of my clients. It's also incredibly rewarding to have built my own firm, and I'm just so thankful for the opportunity to do what I love to do on a daily basis. I'm truly grateful for the good days, as well as the bad.

Kedar attended Hampton University, Kean University, Western England University School of Law, and University of Miami School of Law. He's been named to the Who's Who Among Colleges and Universities, The National Society of Leadership and Success, and the National Honor Society, among other nationally recognized achievement boards.

Meet KIMBERLY CARNEY

Imagine a world where brands and consumers seamlessly connect, where real-time data on shopping preferences and trends shape the future of fashion and beauty. This is precisely what Kimberly Carney envisioned—and then she brought it life. She is the passionate architect and visionary founder and CEO of The Wires, a game-changing collective of global B2B2C shopping platforms that have captured the hearts and minds of consumers across the globe—and transformed the digital retail landscape forever.

With nearly 1,000 brands and over 75,000 products across FashWire and GlossWire, “The Wires” mobile shopping apps rank among the top downloads for paid shopping apps. Affectionately known as “the Tinder of fashion and beauty,” the apps amass over 500,000 swipes per month from global consumers. Now *that’s* a lot of love. The Wires operates as a two-sided marketplace, empowering consumers to provide real-time feedback through swipes, likes, and shares that assists emerging and established designers and brands in reducing production costs, and guides strategic decisions for future collections. “We are designer and brand advocates; we’re not product driven. It’s about building relationships with them, focusing on their purpose, giving them a voice, and helping them succeed,” Kimberly says. And she means it because she’s been in their shoes.

In 2018, Kimberly’s background as a former boutique owner and over two decades of marketing experience in wireless and tech companies converged with the launch of FashWire, a first-of-its-kind platform that connects fashion designers worldwide with consumers, while gathering real-time data on shopping preferences and trends. The new concept took off with FashWire catapulting over industry leaders to snag the *Best Fashion Marketplace* accolade at the 2022 Glossy Fashion Awards. In quick succession, GlossWire was born, making The Wires a global sensation that saw Kimberly honored with the prestigious *2023 Entrepreneur of the Year Award* from Fashion Group International. Today The Wires is not just a company, it’s a vibrant global community of brands, influencers, and consumers in a movement that’s transforming the digital retail industry and changing lives—one swipe at a time.

We spoke with Kimberly to learn more about The Wires, her passion for philanthropy, and the limitless possibilities on the horizon.

Your inspiration for The Wires, and your passion for helping other brands, came from your own experience as a boutique owner. Will you tell us a bit about this?

Having worked in the marketing and the tech industry for companies like AT&T and Microsoft, I opened a clothing boutique in Seattle in the early 2000s. As target marketing and behavioral data began to be used by companies to help project sales, this became a key factor in buying inventory. At the same time, smaller brands kept wanting to sell their products in my store. I thought there must be a way to connect consumers and brands, and in a way that brands could benefit from knowing what consumers liked or didn’t like in real-time. This inspired FashWire, which we launched in 2018 with 25 brands, and now we have nearly 500 brands on the FashWire platform from around the world.

Consumers are gobbling up The Wire’s merchandise and new brands are joining every day. Why all the love?

It’s been so great to see consumers get behind the app and our brands. They’ve deemed us “the Tinder for fashion and beauty.” They swipe right if they like it, swipe left if they don’t. We’re so passionate about helping emerging brands, supporting them, giving them exposure to help them grow and thrive, and this real-time feedback from likes, swipes, and purchases is invaluable for them to make better production, inventory, and design decisions. Consumers appreciate having a voice and being able to influence the brands they connect with and the products they produce. The interactive nature of The Wires creates a deeper level of engagement and connection between consumers and these amazing brands and designers from across the globe. It is truly a community thriving together.

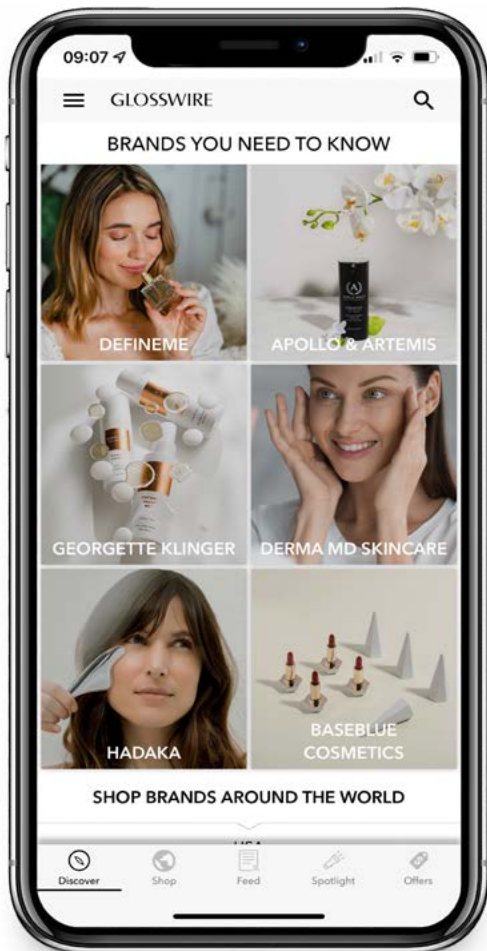
From a business perspective, to what do you attribute the extraordinary success of The Wires?

Without a doubt, my team. They are awesome. I put the best of the best from the industry together, and they are just as passionate about this as I am. They are so amazing and brilliant, and I think that is a huge part of our success. I could not have done this without them.

contact
info
removed

GLOSSWIRE

contact
info
removed



You're also passionate about philanthropy. In fact, the entire "Wires" community is involved. Tell us about this.

Philanthropy is an integral part of The Wires. Through our "dollar a download" initiative, we contribute to nonprofits every month. We have raised over a hundred thousand dollars for charitable organizations that support social causes. By partnering with Why Not You Foundation, St. Jude Children's Research Hospital, Gifting Brands, and other notable organizations, we make a tangible impact, and our consumers love this about us. Additionally, we host the quarterly FashPitch and GlossPitch competitions, providing emerging fashion designers and beauty brands with a chance to win \$10,000 and gain industry support, exposure, mentorship, and funding.

What's next for The Wires, Kimberly?

We have some exciting developments in the pipeline, including PawWire, which will be the same immersive platform catering to the \$100B+ global pet market. Our focus will continue to be on enhancing our technology and leveraging AI and AR to provide a better user experience, greater personalization, and more valuable data for our brands. We are also aiming to reach 1 million downloads across all our mobile apps by the end of the year. Stay tuned!



“

We are designer and brand advocates; we're not product driven. It's about building relationships with them, focusing on their purpose, giving them a voice, and helping them succeed.



Jordan Wall

contact info removed

“

I think my clients see me as a genuine person who seems to really enjoy working with them. I get my job done, but I do it with them at the center of every decision I make.

Jordan Wall's first real estate transaction was in 2008 for a spine clinic at 1,500 square feet, and he remembers the rush of feelings that came with it. "It was a huge weight off my shoulders that I'd closed my first deal," he recalls. "On the other hand, it was really scary because you're unemployed and you have to find another one." Now, 15 years into an illustrious career packed with industry awards—including three *CCIM Excellence Awards* for *Top Office Agent*, *eight-time winner for the Top 2% Producing Agent Nationally for Coldwell Banker Commercial*, *Agent of the Year in 2017 for CBC Commercial Intermountain*, and two *Collier's Everest Awards*—he has closed upwards of 1,500 transactions valued at over \$1.5 billion in transaction volume. And it's this same feeling that still motivates him to this day.

As senior executive vice president, specializing in office and investments with Colliers International, Jordan wields his experience in real estate, office space, and office investment to focus on two main areas: corporate leasing and landlord representation, in addition to investments and land sales, and large-scale office projects and corporate representation. Based in Salt Lake City, Utah, both he and his team currently list over 250 projects along the Wasatch Front and close approximately 150 transactions a year—all while heading up a team of market leaders who have the uncanny ability to envision high-value developments in a plat of nothingness. "We're so ingrained with the process and entrenched in the market that we see the value before most developers or investors and are able to bring those opportunities to our clients," he says.

Jordan signed the largest office lease at the time in Utah's history—Mountain America Credit Union, a build-to-suit located in Sandy, Utah comprising 11 stories and 327,000 rentable square feet. He's represented the likes of Fusion-io in leasing 200,000 square feet at the Cottonwood Corporate Center in Salt Lake City and in the company's expansion in Silicon Valley of over 100,000 square feet, with nearly 22,000 more square feet in Denver and



The Mountain America Credit Union build-to-suit completely changed Salt Lake City's skyline after it was completed due to its impressive 11-story and 327,000 square foot size, making it the tallest building in Utah's suburban market.

Virginia. Whether he's setting statewide records, leading the expansion of multibillion-dollar projects, or finding the hidden gems across the undeveloped land of Utah—the driving force behind it all is Jordan's sincere affinity for his clients.

"The Golden Rule—treat others as you want to be treated. I just try to be kind to everyone, be a great human being. That's how I was raised and how I operate every day," Jordan shares. "I think my clients see me as a genuine person who seems to really enjoy working with them. I get my job done, but I do it with them at the center of every decision I make."

Jordan's approach to leasing is unique in that he represents both landlords and tenants. "In representing both, I have a unique insight," he says. Whichever side he's representing, Jordan takes each client through a step-by-step, in-depth proprietary process to get them the best possible results while streamlining the process and helping navigate potential pitfalls. "I give them a guide to saving them time and money so that they're able to focus on their core business which allows me to negotiate on their behalf by driving the best deal possible," he explains.

With limited amounts of undeveloped land along Utah's development corridor, Jordan has been able to be at the forefront of major development projects from the ground up—literally: "We take a raw piece of dirt and create income-

producing properties. We're involved from the inception of the project, managing relationships to bring the project to fruition. We handle it all, from soup to nuts, all aspects of the commercial real estate process," he says.

One such project is the Botanical Gardens Development, a 70-acre property in Lehi, UT. "It was originally a 70-acre dirt field we've assisted turning into a transit-oriented development (TOD) that will be a mixed-use project offering office space and multifamily units," Jordan says. He and his team have worked with UDOT to construct a future train station/stop to support the master plan and create a vision for the entire project as a whole, attracting buyers such as Young Living, who built their world headquarters on 28 acres of it with an additional 11.65-acre expansion, and Podium, who erected two office buildings encompassing 125,000 square feet each.

On the leasing front, Millrock Park Office Park stands as a shining example of Jordan's talent for increasing value for his clients. As the listing agents for this massive 494,000-square-foot complex owned by KBS Realty, he and his team have lowered the vacancy by 35% in just two and a half years. When he takes on these projects, he says, "We're in it for the long haul, we're going to see that relationship through for up to the entirety of my career. It's not a sprint, it's a marathon, and our clients are like family to us."



MATT STRUSINSKI

OWNER & FOUNDER



contact info removed

In the age of digital interconnectedness, the importance of cybersecurity cannot be overstated. Yet, many small businesses still regard it as a superfluous perk. Enter Matt Strusinski, the owner and founder of Oviedo Cybersecurity Consulting LLC, who knows that cybersecurity is not a dispensable option; it's a necessity.

Matt is not new to the realm of tech and cybersecurity. His journey commenced with the US Navy, where he served as an avionics technician from 2006 to 2011. Following an honorable discharge, he joined the Air National Guard in 2013, honing his skills in cyber operations. Matt's extensive experience, which encompasses supporting IT systems for the Department of Defense and defense contractor corporations, has made him well-acquainted with the most sophisticated and determined cyberthreats globally. Additionally, Matt's practical experience is supported by a B.Sc. in cybersecurity, magna cum laude, from American Public University and he is pursuing an M.Sc. in information security and assurance at Carnegie Mellon University, both programs boast accreditations from both NSA and DHS.

Spotting the critical gap in the market, Matt founded Oviedo Cybersecurity Consulting LLC in August 2022. Based in Central Florida, the company serves clients not just locally, but also extends its reach to Canada and other countries, and while they cater to organizations of all sizes, their primary focus is on making cybersecurity relatable and affordable for small businesses.

"Oviedo is a small business with the might of the largest, most powerful cybersecurity companies in the world. We have a direct line to the heaviest hitters in research and implementation in cybersecurity," remarks Matt. The company's partnerships with giants in the cybersecurity realm allow them to offer top-tier products and services, making them a trusted advisor to their growing clientele.

The digital era brings along vast opportunities, but with it come risks that businesses, regardless of size, cannot afford to ignore. As the world continues to experience an upsurge in cyberattacks, it's high time small businesses shift their perception and treat cybersecurity as the imperative it truly is. And with firms like Oviedo Cybersecurity Consulting LLC leading the charge, they're in capable hands.

We spoke with Matt to learn more about what makes Oviedo Cybersecurity Consulting LLC unique and how they are evolving ahead of cybercrime to protect small business owners.

“

We go beyond merely providing platforms; we offer round-the-clock human monitoring.



Why did you establish Oviedo Cybersecurity Consulting LLC?

I believe every business, agency, organization, and individual has the right to operate in a secure environment—fully aware of, and equipped to handle, cybersecurity risks. Cybersecurity shouldn't be a privilege exclusive to large corporations. I founded the company to provide small businesses with affordable protection and to serve as their guide along their cybersecurity journey.

What services does Oviedo offer?

Business owners often realize the need for cybersecurity, but are unsure about specifics. I assist them in navigating this realm, understanding their needs, goals, and budgets. Oviedo offers comprehensive and affordable cybersecurity solutions coupled with personalized consulting. We go beyond merely providing platforms; we offer round-the-clock human monitoring. Unlike larger firms where assistance may be slow, I can directly reach service engineers for immediate solutions.

How does Oviedo stand out in the cybersecurity landscape?

While many firms offer an *all-or-nothing* package, Oviedo crafts a tailored roadmap for each client. We prioritize understanding over mere service provision. Many companies end up with complex systems that don't truly serve their needs because of the profit-centric approach of their cybersecurity providers. At Oviedo, we streamline, customize, and even help businesses tap into new revenue opportunities.

Is cybercrime more prevalent than commonly perceived?

Cybersecurity often conjures images of nefarious hackers. However, the reality is closer to the “smash-and-grab” style of theft that retailers experience. Cybercrimes often go unreported, creating a false sense of security among small businesses. These crimes, ranging from data breaches to financial theft, are subtle and can go undetected for months. The sophistication and frequency of cybercrimes are on the rise, and small businesses often lack the resources to identify and counter them.

What's a common misconception about cybersecurity among small businesses?

A recurring sentiment I encounter is, “We're too small to be targeted.” Just as businesses hire professionals for specific needs, cybersecurity demands expertise. Neglecting this can lead to disruptions, from paying fraudulent invoices to ransomware attacks holding companies hostage for vast sums. The importance of cybersecurity extends beyond mere protection; it's about ensuring seamless business operations.

Lastly, Matt, what do you enjoy most about your work? What drives you?

Curiosity drives me. I have an insatiable thirst for delving deeper into concepts. No two client requests are ever the same, which means I'm constantly exploring varied and evolving dimensions. What truly invigorates me is the challenge—approaching every task with full vigor, aiming for outstanding results. Ultimately, it's about exceeding client expectations and relishing the thrill of new challenges.



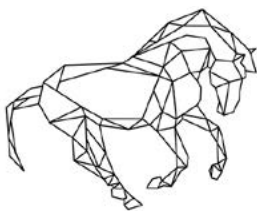
Dr. NIHAT AHMED

flaw in the healthcare system. Even exceptional doctors could lose patients if they lacked a digital presence and effective marketing strategies. Determined to rectify these issues, he embarked on a mission to revolutionize marketing in the U.S. healthcare industry.

Academically accomplished, Dr. Ahmed holds a Ph.D. in technology management. His doctoral research garnered international recognition and he presented at the University of Cambridge, UK. He has also earned a certificate in clinical research administration from Harvard Medical School. During his graduation, Dr. Ahmed was honored with the prestigious *Worlds Ahead Award* by the president for exceptional achievements and contributions.

Florida Marketing Group, under Dr. Ahmed's leadership, provides comprehensive marketing solutions that encompass both digital and traditional channels, including SEO, social media marketing, email campaigns, web design, budgeting, and optimized ROI. Headquartered in the bustling business hub of Miami, Florida, the team operates with cutting-edge digital marketing strategies in the ever-evolving healthcare industry. What sets Florida Marketing Group apart is their commitment to tailoring marketing strategies for each healthcare practice, clinic, or medical device, recognizing that one size does not fit all. They ensure all marketing efforts are HIPAA compliant and adhere to all legal requirements. They collaborate with doctors practicing Direct Primary Care (DPC), aligning with a mission to transform the U.S. healthcare system by fostering doctor-patient connections, ensuring doctors thrive financially, while reducing costs for patients.

Dr. Ahmed is driven by a deep commitment to societal well-being. He aims to extend his influence as an educator, guiding and inspiring future business leaders in the United States. Beyond academia, his future aspirations include active involvement in U.S. politics, fueled by a genuine intent to contribute meaningfully to the betterment of the state and its communities.



FLORIDA
MARKETING GROUP

Dr. Nihat Ahmed, also known as Dr. Strider, is the founder of Florida Marketing Group, a distinguished leader in crafting innovative marketing strategies for the medical and healthcare industry. With a keen understanding of this specialized field, he excels in developing cutting-edge digital marketing, market research, and management solutions. Dr. Ahmed's extensive expertise encompasses both B2C and B2B marketing, with a particular focus on performance-driven campaigns, precise

customer segmentation, and thorough market research to cater to the distinct needs of this sector.

In addition to his role as the driving force behind Florida Marketing Group, Dr. Ahmed serves as an executive in multiple healthcare companies, spanning medical devices, diagnostics, and facilities. His remarkable journey also includes the roles of industry-expert instructor at the prominent Ivy League, Cornell University, and adjunct professor of marketing at Miami Dade College, where he imparts his wealth of knowledge and practical experience to the next generation of marketing professionals, bridging the gap between theory and real-world application.

Dr. Ahmed's inspiration to combine healthcare and marketing came from personal experience, when he realized that delayed diagnosis is a critical

contact info removed

DR. Samir N. Khleif

Dr. Samir N. Khleif, the founder and CEO of Georgiamune Inc., is a prominent figure in the field of immunotherapy. As a medical oncologist and immunologist, he has made significant contributions to health care and biomedical research.

Before assuming his current role at Georgiamune, Dr. Khleif held various academic and leadership positions. One of his notable roles was as a scientist and chief of the NCI Cancer Vaccine Section at the National Cancer Institute (NCI)/ National Institutes of Health (NIH). During his tenure, he played a pivotal role in advancing the development of immune-oncology and cancer vaccines, which were subsequently taken to clinical trials.

Dr. Khleif's impact extended internationally as he served as the founding director and CEO of the King Hussein Cancer Center in Amman, Jordan. Under his leadership, the center grew into the largest cancer center in the MENA region. He also served as the director of the Georgia Cancer Center, the state cancer center at Augusta University.

Currently, Dr. Khleif holds a professorship at Georgetown University Medical School and is recognized as a biomedical scholar. Additionally, he served as a special assistant to the commissioner of the FDA, where he led the FDA's Critical Path Initiative for Oncology. His expertise has also led to his involvement on the board of directors of Ayala Pharmaceuticals and Emerald Biopharmaceuticals, as well as serving on the scientific advisory boards of over 20 biotechnology and pharmaceutical companies. Dr. Khleif's reputation as an international key opinion leader (KOL) in immunology and immunotherapy is well-established.

Georgiamune Inc., the company he founded, specializes in immunotherapeutic biotechnology. It operates as a science and discovery company, focusing on reprogramming the immune system to restore balance and homeostasis for patients with cancer and autoimmune diseases. This approach is considered pioneering and highly



Georgiamune Inc. specializes in immunotherapeutic biotechnology.

differentiated within the field of immunotherapy. The company currently has one therapy in clinical trials and plans to introduce five to six more in the coming two years. Their innovative mechanism has the potential to address various autoimmune diseases.

Dr. Khleif's inspiration to start Georgiamune Inc. stemmed from his experience as the director of the Georgia Cancer Center. Recognizing the challenges universities face in developing patents into applications and commercialization, he chose to take matters into his own hands. His goal was to ensure that his discoveries could reach patients and potentially benefit thousands, if not millions.

What Dr. Khleif enjoys most about his work includes the thrill of uncovering new aspects of human biology, inventing drugs that can impact human lives, and his passion for building, whether it's cancer centers, hospitals, companies, or other endeavors. His commitment to advancing immunotherapy continues to shape the field and offers hope to patients facing cancer and autoimmune diseases.

Georgiamune

contact info removed



Taylor KRYSTKOWIAK

Vice President, Investment Strategist

contact info removed

“

*There always remains room for
optimism if you are an opportunist.
The key is finding a way to own
the opportunity.*

Taylor Krystkowiak brings over a decade of thought leadership to the asset management industry, where he has held client-facing roles in research and investment analysis across both boutique and Fortune 500 firms. In his current role as investment strategist at Themes ETFs, Taylor leads the creation and presentation of macroeconomic and market research with an emphasis on the powerful potential of thematic investing.

Taylor has kept a watchful eye on the most significant trends influencing asset allocations and portfolio positioning: “The current macroeconomic and market environment poses a unique challenge to investors. Higher interest rates have reintroduced gravity into the investment equation as central banks tighten monetary policy in order to combat inflation. As valuations come back down to earth and the cost of capital weighs on company earnings, the investment landscape is changing significantly.”

Undaunted, Taylor finds personal and professional inspiration within the writings of Roman emperor and stoic philosopher Marcus Aurelius, whose words have carried him through many challenges in his career: “Aurelius pens a powerful maxim within his *Meditations* that there is no outlook nor obstacle too great to overcome. With every obstacle, there is opportunity. What stands in the way becomes the way. It’s incredible. Whether applied to personal introspection or investing, the sentiment is as inspiring as it is impactful.”

Despite originating in antiquity, the sentiment has not only stood the test of time, but remains especially relevant to modern investors in Taylor’s view: “In investing, there always remains room for optimism if you are an opportunist. The key is finding a way to own that opportunity.” This is what inspired Taylor to join Themes ETFs: “Major themes like artificial intelligence are revolutionizing the economy and fueling the future. We have made it our mission at Themes ETFs to provide all investors with effective and efficient exposure to these thematic opportunities via the seamless simplicity of single tickers offered at competitive costs.”

For Taylor, the investment industry scratches the itch of his insatiable intellectual curiosity: “Markets are the quintessential unsolvable equation; there are millions of variables and the only constant is change.” Taylor’s fascination with the subject propelled him to study both economics and finance at Harvard University, where he earned his undergraduate degree with highest honors and admission to the Phi Beta Honor Society; he is slated to obtain his master’s degree in finance from Harvard later this academic year.



ThemesETFs

John Zinati, B.A., L.L.B., is an esteemed real estate lawyer and the owner and partner of Zinati Kay Barristers & Solicitors. With a singular focus on real estate matters, John has established himself as a veteran in his field, offering invaluable expertise and guidance to his clients as well as guidance and commentary to Canada's leading newspapers and news organizations.

Since the inception of his practice in 1996, John's firm has become a cornerstone of the Toronto real estate landscape. His team boasts well over 50 years of collective experience and takes charge from the initial stages until the final closing. Whether clients are buying, selling, or borrowing, the firm diligently handles all aspects of the transaction, including title searches and liaising with lenders and insurers. Their reputation as a trusted and reliable partner in the industry is further solidified by their approval from all major lenders and title insurers, as well as their seamless integration of electronic registration and mortgage delivery systems. Notably, John's track record speaks for itself. With over 25 years of experience, he has successfully closed more than 25,000 real estate transactions without a single title claim.

John holds a BA from the University of Toronto and a Bachelor of Laws from Osgoode Hall Law School. He was appointed to the Advisory Council of First Canadian Title, one of Canada's leading title insurers, and was awarded Title Insurance Certificates of Excellence for five consecutive years, from 2018 to 2022. His exceptional reputation and commitment to excellence have consistently earned him recognition as one of the Top Three Real Estate Lawyers in Toronto, a distinction he has achieved in 2019, 2020, 2021, 2022, and 2023.



ZINATI KAY
Barristers & Solicitors

Contact Info Removed

Andrew Amiri has made into reality what for many remains a dream. With patience and diligent perseverance, he traveled from humble beginnings, up the ranks to CEO and co-founder of an innovative digital radiography company whose motto, "Time is our Enemy," is wholly evident in their acumen. Medna Medical Equipment, Inc., located in North Vancouver, British Columbia, co-designs AI-enhanced X-ray equipment. Their patented technology utilizes a 3D camera to perform auto body-part and view detection as well as body part thickness measurements for the medical, chiropractic, and veterinary fields. "I enjoy the process of updating and upgrading current technology by making it 'smart,'" he says.

Andrew moved to Canada in 2004, with a background in computer hardware engineering. From a junior technician, he worked his way up to head service engineer and radiation safety surveyor, performing government-required radiation safety inspections. During that time, he got to know radiology equipment inside and out and became a certified service technician for most major medical equipment manufacturers.

Last year, he was put in charge of a failing x-ray company, and in just 16 months, has made it more profitable than at any other time in its history. His specialty has become applying his decade of hands-on experience in computer science, electronics, and digital radiology to developing successful sales strategies. Yet, not forgetting his roots, he's still just a humble man who knows he earned his success through hard work. "I'm so very thankful for the challenges I've faced," Andrew shares. "Without them, I would not be the person I am today."



Medna
Medical Equipment Inc.

Contact info removed