

UNIQUE SKILLS

- Determined Visionary
- Inspiring Leader
- Loyal Global Network
- 360 Degree Strategist
- Detail Focused Operator
- Thoughtful Communicator
- Relationship Builder
- Big Deal Hunter and Closer
- Creative Brand Architect
- Versed in Finance and Business Law

EDUCATION

MAY 1989
Bachelor of Science: Business Administration
University of Southern California
Los Angeles, CA
Graduate of the Lloyd Greif Center for
Entrepreneurial Studies

COMMUNITY DISTINCTIONS

2009 to 2010
The Entrepreneurs' Organization,
Orange County Chapter
Board Member: Sponsorship Leader

MARCH 2009
New Horizons, Los Angeles Non-Profit
The first recipient of the *Partner for
Independence Award*
HEAROS Companies funded 200 full time
jobs for handicapped adults

MARCH 2009
County of Los Angeles
Two LA supervisors awarded Commendation
for "enriching lives" of county citizens

2008 to 2009
The Entrepreneurs' Organization,
Los Angeles Chapter
Board Member: New Membership Leader

MARCH 2006
Make A Wish Foundation,
Los Angeles Chapter
Led personal "matching" fund raise which
yielded 2 special wishes for 2 children

EXECUTIVE SUMMARY

Doug Pick is a unique American success story. In 1992, he identified the niche of retail ear plugs as being ripe for disruption. Doug architected a business plan, invested his life savings and went to work on his HEAROS brand vision. By 2008, HEAROS had rocketed to become the #1 selling foam ear plug brand in the United States through Fortune 500 retailers. As the sole owner and financier of the HEAROS companies, Doug's accomplishments included leading four companies, selling 500 million ear plugs, maintaining trusted relationships with retailers, building a state of the art manufacturing facility, creating valuable intellectual property as well as being recognized in the media as a savvy business leader. In 2018, he successfully exited to private equity and transferred his unique skill set to a big company environment where he outperformed. Doug pivoted in 2020 into the Metaverse as an early investor and startup executive to try something totally different and pioneering. Doug also is focused on giving back to charitable and non-profit organizations.

EXPERIENCE

APRIL 2020 to MARCH 2022

EVP Strategic Partnerships and Investor: Dreamium Labs

Los Angeles, California

- In conjunction with the founder, led two rounds raising a total of \$2M through friends, family, high net worths and a prominent NYC VC.
- In addition to signed partnerships with iconic and intellectual property companies, applied skill set to lead startup's graphic designs, communications, resource recruitment and media relations.

NOVEMBER 2018 to APRIL 2020

President of Business Development: Hearos, LLC, Division of PIP Global

Albany, New York

- Post acquisition, grew sales of 26 year old company 50% in year 1. Led all parent company divisions by percentage growth.
- Closed large deals with Walmart, Walgreens, Rite Aid, CVS, Lowes and Fastenal.
- By sending one email to Jeff Bezos, spurred company to create an Amazon Basics line of ear plugs supplied exclusively by Hearos, LLC.

APRIL 1992 to NOVEMBER 2018

Founder and CEO: The HEAROS Companies

Laguna Hills, California

- Founder and sole financier of four distinct corporate entities.
- Sold over 500 million ear plugs.
- Created the nationally leading HEAROS and Sleep Pretty in Pink brands.
- Entrusted ear plug category architect for Amazon, Target, Walgreens, Rite Aid, CVS and Fastenal.
- Personally financed a state of the art ear plug manufacturing facility with annual capacity of 120 million ear plugs per year.
- Provided full time work for 125 employees.
- Creator and owner of 22 trademarks and patents.
- All entities acquired by a large private equity group in 2018.

MEDIA AND LITERARY ACCOLADES

National Television:

- Fox Business, *Small Biz Today*,
October 2009

Featured Chapters in the Books:

- *Thoughts Are Things: Turning Your Ideas
Into Reality*, December 2015
- *What's Your BQ*, March 2007

National Publications:

- Octane Magazine, *Double Down or Die*,
June 2015
- Orange County Register, Cover Story,
An Ear For Profit, March 2011
- Entrepreneur Magazine, *Doing Good*,
April 2011