



BIO

Bryan DeLuca is a brand builder and seasoned marketing executive. He was the co-founder and CEO of Foot Cardigan, the first sock subscription, and as CEO he appeared on ABC's Shark Tank, earned a place on the Inc. 5000 (#270), and was a finalist for EY Entrepreneur of the Year.

Following the acquisition of Foot Cardigan, Bryan was the VP of Marketing for a \$500m apparel company, and started four brands in the pop culture space — taking them from \$0 to \$20m in three years. With Bryan's experience in licensing, he partnered with Old Spice, Warner Bros., Lucasfilm, and countless other household names. He even made Blockbuster Video cool again.

Bryan has served as the CMO of a shipping container company and one of the fastest growing social networking apps, where he helped triple the user base and revenue in just nine months.

Bryan is a visionary and his curiosity allows him to solve problems in creative ways. He enjoys building and leading teams, is incredibly decisive, and hyper-empathetic to consumers. And yes, he does in fact grow an amazing beard.

BRYAN DELUCA

MARKETING EXECUTIVE

EXPERIENCE

CHIEF MARKETING OFFICER

CLAPPER APP | 2023

- GREW USER BASE AND REVENUE BY 300% IN NINE MONTHS
- BUILT ACQUISITION MODELS AND LOWERED CPI AT SCALE
- LED REBRAND FOR GEN X & Y USER BASE
- INTRODUCED NEW MARKETING CHANNELS AND INCREASED BRAND AWARENESS

FRACTIONAL CHIEF MARKETING OFFICER

XCALIBUR CONTAINER | 2022 - 2023

- LED COMPANY REBRAND
- DEVELOPED NEW AND MORE EFFICIENT PRODUCT LINES
- LOWERED CAC AT SCALE
- LED COLLABORATION WITH MR. BEAST
- CREATED ENTIRE MARKETING STRATEGY

VP MARKETING

BIOWORLD MERCHANDISING | 2018 - 2021

- LARGEST APPAREL LICENSING COMPANY
- BUILT ECOMMERCE DIVISION - GREW FOUR DTC BRANDS FROM \$0-20M IN THREE YEARS
- PARTNERED WITH MOST MAJOR MEDIA LICENSES AND RETAILERS

CO-FOUNDER & CEO

FOOT CARIDGAN | 2012 - 2018

- THE ORIGINAL SOCK SUBSCRIPTION - GREW TO 50K+ MONTHLY SUBSCRIBERS
- APPEARED ON ABC'S 'SHARK TANK'
- INC. MAGAZINE FASTEST GROWING COMPANY (#270)
- ACQUIRED IN 2017

EDUCATION

BELMONT UNIVERSITY

BBA - MUSIC BUSINESS | 2004

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