



GOTHAM ARTISTS

Daymond John
Founder & CEO of FUBU
Star of ABC's Shark Tank
CEO of Shark Branding, marketing consulting agency

An entrepreneur in every sense of the word, Daymond John has come a long way from taking out a \$100,000 mortgage on his mother's house and moving his operation into the basement. John is CEO and Founder of FUBU, a much-celebrated global lifestyle brand, and a pioneer in the fashion industry with over \$6 billion in product sales. He is an award-winning entrepreneur, and he has received over 35 awards including the Brandweek Marketer of the Year, Advertising Age Marketing 1000 Award for Outstanding Ad Campaign, and Ernst & Young's New York Entrepreneur of the Year Award.

His marketing strategies and ability to build successful brands has made him a highly influential consultant and motivational speaker today. His marketing firm Shark Branding offers advice on how to effectively communicate to consumers through innovative means and connects brands with the world's top celebrities for everything from endorsements to product extensions. John is also an author of two best-selling books [Display of Power](#) and [The Brand Within](#). In 2009, he joined the cast of ABC entrepreneurial business show the *Shark Tank* by acclaimed producer Mark Burnett. Millions of weekly viewers tune into the show as John demonstrates his marketing prowess and entrepreneurial insights.