

# SANDER HICKS

sanderhicks.com

347 446 4461

*Entrepreneurial executive of high integrity, with a track record of aggressive growth, using explosive creativity and ingenuity.*

*“Sander's a fantastic community builder, super-entrepreneur (in a good way), and a lover of people. He's got an infectious appetite for the truth, and for bringing people into the fold.”*

Joshua Levy  
Blogger  
PersonalDemocracy.com

*“His style is like full throttle and right at you...Sander Hicks is definitely a doer. The man has created an empire with a megaphone, a picket sign, and a good cup of joe.”*

Mannix Gordon,  
Director of Economic  
Development  
Flatbush Development  
Corporation

*“Sander is a brilliant community organizer with an incisive mind and sense of humor. As both a creative and entrepreneurial mind, Sander is a positive force in any situation he decides to tackle.”*

Lach  
Manager  
Fortified Management

## AWARDS

- Won the Firecracker Award for Outstanding Independent Press of the Year, 2001.
- Admitted member of playwright's house, New Dramatists, NYC.

## LANGUAGES

- Semi-fluent in French
- Expert in Quark, Photoshop and Dreamweaver

## EDUCATION

BA, Writing and Literature, May, 1993, GPA: 3.7  
New School University, New York City

## CEO & FOUNDER

VOX POP, INC.

JULY, 2003 – JANUARY, 2009

- Built a fun, community-empowering, fair-trade, live-events-oriented, coffee-house company. Our 2008 valuation was over \$2.6 MM.
- Achieved aggressive annual sales growth, with guerrilla marketing techniques, great web content, buzz, niche-marketing, and a profitable, 50,000 unit print-run, tabloid newspaper, *The New York Megaphone*.
- Lead the 2007 acquisition of Long Dash, LLC, and launched sideline print-on-demand business, “Publish Yourself!”
- Achieved 2008 gross margins of 86% on our main product, fair-trade coffee.
- Earned profitability in three years, with annual earnings of \$46K on sales of \$354K. Opened a second location in Manhattan.
- Inspired independent action film “Able Danger” which featured our Vox Pop Brooklyn café.

## CEO & FOUNDER

SOFT SKULL PRESS, INC.

JANUARY, 1992 – SEPTEMBER 2001

- Published over 75 paperback and hardcover books to critical acclaim. Authors included Michael Stipe of band REM, and Jim Hatfield, author of *Fortunate Son*, the controversial biography of George W. Bush.
- Appeared on “60 Minutes” and in the acclaimed documentary “Horns and Halos,” on the tumultuous story of publishing *Fortunate Son*.
- Built an e-commerce engine with \$90K in sales in 2001-2002.
- Raised capital through private placements.
- Acquired the lists' two bestsellers: *Nowhere Man: The Final Days of John Lennon* and *Dance of Days: Two Decades of Punk in the Nation's Capital*.

## PUBLIC SPEAKING

- I have lectured at Stanford Law School, NYU, Cornell, University of Louisville, Humbolt State, the American Society of Journalists and Authors, and at Book Expo America. I have published widely, and have done three national speaking tours.

## BUSINESS MENTORSHIP

AUGUST, 1991 - JULY, 1997, Kinkos of Manhattan

Under Managing Partner Stuart Bagwell, I learned to run aggressive, high-growth companies. We went from one store to seven during my time there.