

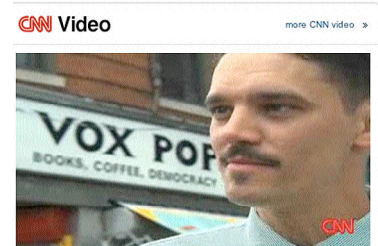
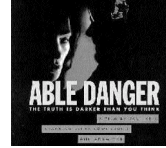
# SANDER HICKS

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Entrepreneurial, maverick, executive catalyst.



## CEO & FOUNDER

Vox Pop, Inc.

JULY, 2003 – JANUARY, 2009

- Built a fun, community-empowering, fair-trade, live-events-oriented, coffee-house company, with a 2008 valuation 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 gross margins of 86% on our main product, fair-trade coffee, in 2008.
- Earned profitability in three years, with annual earnings of \$46K on sales of \$354,472.
- Featured in indie film-noir "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," 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*.

## LANGUAGES

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

## AWARDS

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

## 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.

## EDUCATION

B.A., Writing and Literature, May, 1993, GPA: 3.7  
New School University, New York City

## 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.