

SANDER HICKS

www.sanderhicks.com

347 446 4461

Dedicated, creative, entrepreneurial leader, seeking a fresh, provocative assignment.

CEO & FOUNDER

VOX POP, INC.

JULY, 2003 – JANUARY, 2009

- Built a fair-trade, live-events-oriented, coffee-house company, with a corporate valuation over \$2.6 MM.
- Repeatedly achieved aggressive annual sales growth, with guerrilla marketing techniques, great web content, lots of buzz, niche-marketing, and a community newspaper.
- Achieved gross margins of 86% on our main product, fair-trade coffee, in 2008.
- Achieved profitability in three years, with annual earnings of \$46K on sales of \$354,472.
- Featured in indie film-noir “Able Danger” which featured our *New York Megaphone* newspaper, and a character based on yours truly.

CEO & FOUNDER

SOFT SKULL PRESS, INC.

JANUARY, 1992 – SEPTEMBER 2001

- Edited and 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
- Became the subject of an acclaimed documentary that tracked the tumultuous story of *Fortunate Son*.
- Published award-winning hip-hop social science title *No More Prisons* by William “Upski” Wimsatt.
- Created grassroots marketing campaign, resulted in media exposure on “60 Minutes” and in *Washington Post*.
- 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*.

KINKO’S OF MANHATTAN

AUGUST, 1991 - JULY, 1997

Under the mentorship of Managing Partner Stuart Bagwell, I learned all aspects of this aggressive, high-growth retail reprographic the business. We went from one store to seven during my time there.

AWARDS

- Alumnus of the playwright’s house, New Dramatists.
- Recipient, Firecracker Award for Outstanding Independent Press of the Year, 2001.
- 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