



Rob Wilcox
Co-Founder/Chief Executive Officer

With over 20 years as an experienced entrepreneur and marketing expert, Rob's ability to combine marketing with analytical and creative skills has resulted in the launch and development of several highly successful companies. Rob served as Senior Vice President of Marketing for American Crew. Under his leadership, Rob grew the \$1 million niche brand into a \$75 million highly recognizable global brand. Before American Crew, Rob led the marketing team at Graham Webb. Collectively, products he created reached over \$1.5 billion in retail sales worldwide.

Through Fresh Squeezed, his marketing firm that specializes in branding innovative consumer products, Face File was born. Rob is the ideal business strategist for Face File. As a champion of brand building strategies, Rob's contributions to Face File continue to elevate the concept to unsurpassed levels of capabilities and expectations. Being the father of a teenage daughter and an active 10-year-old son, Rob has a vested interest in creating global awareness of Face File. Rob's team is building a strong network of alliances with well-known associations that support the Face File mission.

As co-founder, Rob is the business strategist behind Face File. His expertise and leadership will provide all the necessary elements to successfully bring Face File into the consumer and business-to-business marketplaces.