



Sandy Cohen
Co-Founder/Board Member

Sandy brings over 25 years of lifestyle industry expertise to FaceFile. His keen ability to understand consumers and their needs resulted in the development of the FaceFile concept.

As an avid trend spotter, Sandy is always one step ahead of the pack and on the lookout for what's next. He saw the need for a personal protection system, especially for those who could be vulnerable to risky situations because of their work, lifestyle, age and gender. Sandy's daughters, his wife, even retail employees, found themselves in what could have been dangerous situations. These near incidents sent Sandy on a mission to find a simple yet savvy way to prevent and protect his friends and family from crime and unfamiliar people and places.

Sandy's idea was to incorporate a protection system into something practical that most people carry with them at all times – their cell phones. Sandy gathered a group of colleagues who had various areas of expertise. The group collaborated in 2007 and created a carefully laid out plan. FaceFile evolved, was presented at significant industry trade shows, and received instant support and endorsements from law enforcement authorities, school groups, and parent organizations.

Sandy sits on the board for FaceFile while he continues to hold prominent positions in the retail industry. He is a much sought after consultant to global retailers and manufacturers. Sandy served as the Director of Retail Environments for the well-known Los Angeles-based Lucky Brand Dungarees.