

## DAVID HOWITT FOUNDER & CEO

We introduce Meriwether by saying that entrepreneurs are our heroes, and that it's our mission to help them fulfil their journeys. No one embodies this more fully than our founder, David Howitt. As the New York Times bestselling author of *Heed Your Call*, frequent speaker and coach, board member for multiple businesses and educational institutions and, most importantly, the visionary and guiding spirit of the Meriwether Group, David is committed to making his expertise, wisdom and unwavering support available to as many founders and business leaders as possible.



David isn't just a champion of entrepreneurs - he's lived the dream. Starting with a stovetop kettle, he and his wife Heather founded Oregon Chai, grew it to an \$80MM business, and had a successful exit in 2004. Oregon Chai was built while David was Corporate Counsel and VP of Licensing and Business Development at adidas America (he always offers the caveat that he's a recovering lawyer). The two sides —entrepreneur and advisor to an iconic brand — inform Meriwether's mission of helping the next generation of consumer brands find soul and purpose in their business while thriving financially. Knowing what he needed as an entrepreneur, David has built a team of hands-on consultants and advisors with real-world experience who can fully serve the entrepreneur every step of the way.

Embracing the Power of And is David's core philosophy, and gives him a unique appreciation for businesses built on purpose, meaning, heart, beauty and authenticity AND solid business, operations, brand, finance and market strategy. From this perspective, he's advised a generation of iconic brands. Stumptown Coffee and Dave's Killer Bread are representative of the Meriwether approach, with investment banking and consulting processes that created significant wealth for the founders while setting the brands up to become household names.

David never stops looking for new ways to support growing brands, their founders and the Meriwether team. Most recently, he led two key initiatives that give entrepreneurs and founders access to growth capital and best-in-class financial resources: he led the formation of Meriwether Group Capital and developed an exclusive partnership (and investment) with First Fed Bank (Member FDIC), a Northwest Community Bank with a commitment to serving entrepreneurs.

