



**Kevin Ranford, Founder & CEO
From the Curve**

Kevin is Founder and CEO of From The Curve and an accomplished ecommerce and marketing executive with 20 years of experience at \$1B+ consumer businesses and hyper-growth DTC start-ups. He has a unique blend of Acquisition, Retention, Branding, Ecommerce, Analytics and Subscriptions experience, with a proven track record recruiting best-of-breed teams. Kevin is a strategic advisor to CEOs, executive teams and investors and is an advisory board member for several DTC brands including Send the Trend (acquired by QVC).