

ORANGE COUNTY BUSINESS JOURNAL

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DIRECTORY
OF INFLUENCE

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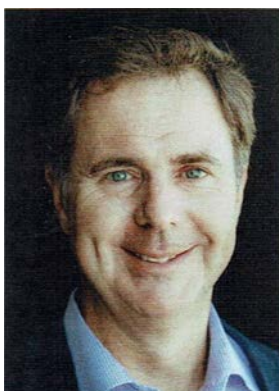


FIFTH THIRD BANK

NOV 2019

MICHAEL COLGLAZIERCEO
VIRGIN GALACTIC

WHY: Longtime local Disney vet. Since 2016 served as chairman of UCI's CEO Roundtable, which counts some 80 business leaders as members and is designed to support the development and well-being of UC! and area businesses. **RECENT:** In July, tapped by Richard Branson's \$4B+ space tourism company that's moving closer to debuting its commercial service. First non-Disney job in more than 30 years. **NOTABLE:** The cost of a seat on the roughly two-hour spaceflight: about \$250,000. Colglazier's employment contract allows him a seat on a forthcoming spaceflight, with up to three guests.

**JACK SYAGE**CO-FOUNDER, CEO
IMMUNOGENX

WHY: Runs early-stage drug developer working on clinical trials of celiac disease. Thinks its core product could be the answer to millions of people suffering from the as-of-yet incurable digestive ailment that destroys the lining of the intestine. **NOTABLE:** In 2011, sold his Tustin-based company Syagen Technology Inc., a provider of chemical analysis instruments to detect explosives carried by airline passengers, to French company Safran. **OC LEADER BOARD, MAY 11:** After statistical analysis of early trends in the pandemic's spread, said "we are fortunate in California and especially OC by escaping the worst of the COVID-19 epidemic."

**KEN BEALL**FOUNDER
UNIVERSITY LAB PARTNERS

WHY: Heads UCI-affiliated nonprofit with innovation focus, key part of OC's medtech and life science ecosystem. **RECENT:** Provided initial funding through the Beall Family Foundation to launch the first wet lab incubator in OC in December 2019, at UCI Research Park. **NOTABLE:** One of the area's top philanthropists, along with his father, Don Beall, has donated more than \$30M to UCI for innovation, business, technology and the arts. Also supports YPO, World Presidents' Organization and community groups.

**KRISTINE EVERLY**CEO
BREVVIE

WHY: Former Irvine Co. marketing exec now running "briefly rent everything" company that supplies rental gear through a locker system and mobile app, geared toward millennial living. **RECENT:** Pilot program up and running with one of country's largest apartment owners, AvalonBay; could lead to a national rollout. **NOTABLE:** Idea picks up on trends that allowed Lori Torres, another ex-Irvine Co. executive, to sell Parcel Pending for more than \$100 million in 2019.

**MARK KING**CHIEF EXECUTIVE
TACO BELL CORP.

DAY JOB: Head of OC's largest restaurant operator with systemwide sales of \$11.7 billion and a local work force of 4,000. Chain counts 7,000 restaurants in OC alone and is part of fast-food conglomerate **Yum Brands Inc.** **MAKING A DIFFERENCE:** Ran free Doritos Locos Tacos giveaways for the public that was one-part charity one-part major marketing blitz during the stay-at-home orders. Extra food went to food banks and \$1 million donation was sent to **No Kid Hungry**. Food trucks were deployed to service essential workers. **Taco Bell Foundation** said that it was awarding \$3 million in **Live Mas Scholarships** to its workers and fans of the brand, and also said it would provide \$8 million in grants to local nonprofit organizations, "empowering youth across the country, during a time when access to educational resources is more essential than ever." Company said it aims to hire about 30,000 workers, in a move responding to the new guidelines and safety measures restaurants must adhere to. Hires will fill new and existing positions at Taco Bell restaurants, including drive-thru, curbside pick-up and mobile orders and ensuring restaurants remain properly sanitized. **NOTABLE:** Rolled out safety efforts that ensured food safety, including sealed food orders given to drive-thru customers via a tray. Began dabbling with make-your-own meal kits, following other restaurant operators, with the launch of taco bar kits. Said operator will be prepared for changes in operations at U.S. locations as restaurants open doors again for in-person dining, thanks to brand's experiences with customers in China, where restaurants have reopened under social distance protocols.



QUOTABLE: "There's a distinct group of brave people—from health-care workers, to teachers, to grocery store employees—who are making sure the world keeps running, and we need to make sure we all do our part to take care of them," King said in late March when Taco Bell's food truck fleet was converted to serve essential workers. **FAST FACTS:** Joined Taco Bell in July 2019, succeeding Greg Creed as CEO. Previously clocked time at **TaylorMade** and **Adidas**. Optimistic about re-opening: told Forbes in April that "our insights group tells us customers want it to be safe to buy their food and [they want] value. The top word to describe Taco Bell is 'value.'"