

## **Steve Demos**

### **Founder NextFoods**

Steve Demos is a globally recognized natural foods pioneer. Steve founded NextFoods in 2007. Based in Boulder, Colorado, NextFoods is committed to developing and marketing functional foods and products that have scientifically proven nutritional benefits. NextFoods products contain proprietary, efficacious and clinically validated ingredients, and the company formulates all of their products with organic ingredients whenever possible.

Prior to launching NextFoods, Steve was the founder and former President of White Wave, Inc. Founded in 1977, White Wave Inc., and its successor White Wave Foods (2004) is the largest producer and marketer of soymilk in the United States. White Wave products are sold in more than 96% of the nation's supermarkets and the Silk brand is the number one selling soymilk in America.

Steve graduated from Bowling Green University in 1970 with a Liberal Arts degree. From 1970-1974 he traveled extensively throughout Asia studying Eastern philosophy and returned to the US with the specific goal of starting an environmentally focused company based on a clearly articulated value system. Steve was one of the early American entrepreneurs to further the concept of "Right Livelihood."

Steve was awarded the Boulder Chamber of Commerce Entrepreneur to Watch in 1977 and Entrepreneur of Distinction in 1996. White Wave was named Small Business of the Year in 1992 and Colorado recipient of the U.S. Small Business Administration Entrepreneurial Success 2001 award. In 2001, Inc. Magazine named White Wave to its list of the top 500 fastest growing companies in America. Steve was inducted into the Boulder, Colorado Business Hall of Fame in 2003.

Steve has been featured on the cover of the *Wall St. Journal*, as well as *Forbes Small Business*, *Fortune*, *USA Today*, *CNN Financial News*, and *Success Magazine* as a leading innovator reflecting the American entrepreneurial spirit.

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