

## **Jesse Itzler**

*Co-Founder, Marquis Jets, Zico Coconut Water, Co-Owner, Atlanta Hawks & NY Times Bestselling Author*

Jesse Itzler only eats fruit 'til noon, loves Run-D.M.C., and enjoys living life "out of the box." In fact, he doesn't even have a box. The author of the *New York Times* bestseller, *Living with a Seal*, co-founded Marquis Jet, the world's largest private jet card company which he and his partner sold to Berkshire Hathaway/NetJets. Jesse then partnered with Zico coconut water, which he and his partner sold to The Coca-Cola Company.

He's a former rapper on MTV and wrote and performed the NBA's Emmy Award-winning "I Love This Game" music campaign and the popular New York Knicks anthem "Go NY Go."

When he's not running ultra-marathons, eating vegan food or being a dad to his four kids, Jesse can be found at the NBA's Atlanta Hawks games, where he's an owner of the team. He is married to Spanx founder Sara Blakely.