

A portrait of Carl Thomas, a man with short hair, wearing a dark shirt, looking directly at the camera. The image is semi-transparent and serves as a background for the text.

CARL // THOMAS

THE BEST BOSS EVER

CEO | Sr. Advisor | Keynote Speaker | Podcast Host

*“Carl is an unbelievable visionary. He sees things ten years down the road. He empowers.
He gave me confidence and empowerment. That’s what he does.”*

- Flo Bryan, VP Corporate Engagement, March of Dimes

ABOUT

With decades of C-Suite leadership experience for companies including Universal Studios, Tickets.com, and, most recently, Hookit, Carl Thomas has been referred to by many as “The Best Boss Ever.” A proven C-Suite Executive, he attributes much of his success to his ability to “see around corners.”

Over the course of his career, he executive produced dozens of televised sporting events for various national syndications and signed wide ranging sponsorship, marketing, and promotional agreements with global brand icons such as Bud Light, Coca Cola, AT&T, Discover Card, McLaren F1, and the Ford Motor Company.

A pioneer in the triathlon community, Carl Thomas led Speedo Swimwear into sponsorship and ownership of the US Triathlon Series in 1981, before purchasing the USTS from Speedo to found CAT Sports, Inc, in 1984. Carl co-founded both USA Triathlon (USAT) and the International Triathlon Union (ITU), serving as an Executive Board Member and the first Treasurer of the latter. A 2010 inductee into the USAT Hall of Fame and a 2017 inductee into the ITU Hall of Fame, Thomas remains active in many aspects of sports as a seasoned Executive and Senior Advisor, Board Member, Keynote Speaker, and Podcast Host.





ACCLAIMED PODCAST HOST

Who is the best boss you've ever had? More importantly, why? What made them such excellent leaders? Carl uses his vast experience from founding CAT Sports, to his C-Suite roles at Universal Studios, Tickets.com, Hookit and others along with his myriad of relationships to create his highly acclaimed podcast **"The Best Boss Ever"**. In each episode, guests share their leadership tips, wisdom, experiences, and, of course, their best bosses.



Zak Brown
CEO McLaren F1

Christa Carone
President CSM-NA

Armen Ketéyian
11 Emmy Awards

Mary Wittenberg
President EF Pro Cycling

Steve Koonin
CEO Atlanta Hawks

Katie Chin
Celebrity Asian Chef

Mark Sisson
Founder Primal Kitchen

Listen and subscribe below



CARL // THOMAS
THE BEST BOSS EVER

EXPERIENCE

GLOBAL BRANDS LOOK TO CARL FOR HIS EXPERTISE

A top C-Suite Growth and Strategic Marketing Executive, Carl has more than 30 years of management experience for several internationally renowned corporations. He has served in various leadership positions, directing, and executing strategic sales, sponsorship, marketing, and operations while becoming a trusted partner for global brand icons.

Carl's ability to "see around corners" always enabled us to focus on what was important so that we could not just achieve, but excel beyond our goals.

- Ferris Thompson, Senior Strategist, Intitute for Change and Transition



SPEAKING TOPIC #1

THE BEST BOSS EVER

In this keynote, Carl shares the most poignant lessons from his considerable list of accomplishments and his expertise on what makes for an excellent employer—as well as the five unteachable, inherent qualities we all possess that can be honed to make us trusted leaders.

Carl's conversational, approachable, humble, humorous, and most importantly, experienced speeches and podcasts are an important part of taking your individual leadership, and the leadership of your organization to the next level.

Using his decades of experience to educate you and your team, Carl is a champion of those underrepresented voices in the workplace. He discusses how disagreements and differing viewpoints should be talked through and debated making professional relationships and trust in leadership stronger. These differences are a hallmark of a diverse and healthy culture—Carl will instruct you in how to make your teams, companies, and organizations places where everyone wins.

***“Carl made it seem like we were in a game and we played to win together.
He listened to our partners and knew what they wanted.”***

- Wendy Winks, VP Marketing & Communications, Idyllwild Arts Academy



SPEAKING TOPIC #2

OLD SCHOOL MEETS NEW SCHOOL

Carl Thomas' decades of experience, coupled with his thirst to learn and grow, makes him the ultimate voice to speak about "old school" meeting "new school".

His most recent executive endeavor as Chief Revenue & Global Business Development Officer for the San Diego based digital platform Hookit led to a successful \$16M Series C private equity backed investment. This was only made possible by the 25+ years of senior management experience that he brought to this young, cutting-edge company. His "old school" knowledge base coupled with "new school" technology helped to disrupt the global media measurement industry.

Carl has paired his "old school" sensibilities, leadership, and growth initiatives with some of the most forward-thinking companies ranging from start-ups to multi-billion-dollar public firms to create decades of success. In this keynote, Carl explains how true leadership requires adapting to new developments.

hookit

new balance



SPEAKING TOPIC #3

THE OLYMPIC TRIATHLON STORY

As Vice President at Speedo Swimwear in 1982, Carl had an idea... an accessible triathlon event distance that would grow the sport and lead to “hundreds of thousands of athletes” competing at the International Standard distance before it debuted as a full-fledged Olympic sport in Sydney, AUS 2000. That successful 18 year journey was amplified In 1984, when Carl took the successful U.S. Triathlon Series (USTS) to his newly founded company CAT Sports Inc. From crafting groundbreaking sponsorship agreements with Bud Light, Coca Cola, and AT&T, to creating network television events for ESPN, NBC Sports, ABC Sports, Internationallicensing and global syndication, his steadfast vision of a full-fledged Olympic Sport never wavered.

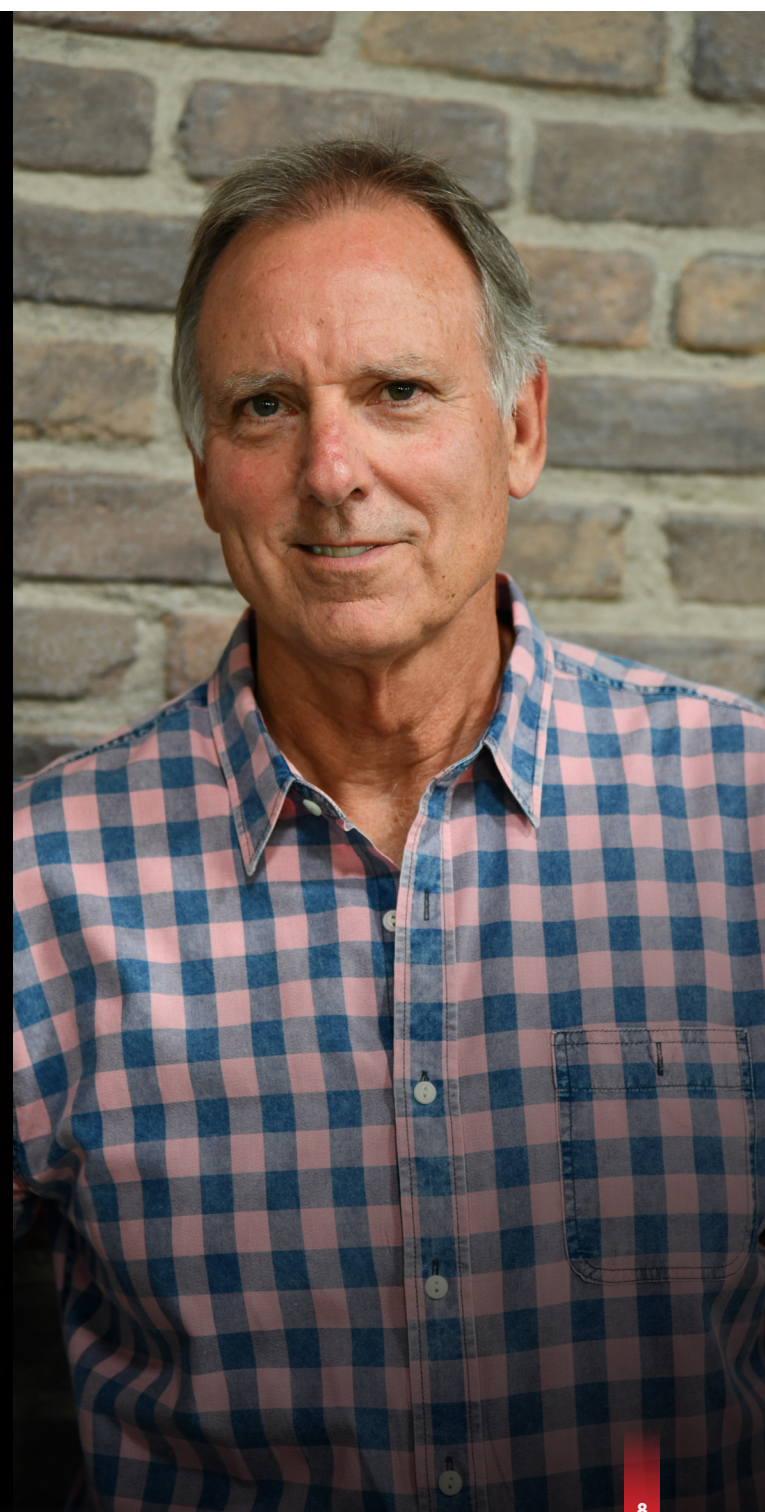
Carl is a widely acclaimed pioneer in the global triathlon community and is a Hall of Fame inductee at both USA Triathlon and the International Federation serving as an Executive Board Member and the first treasurer of the International Triathlon Union, now World Triathlon. In this keynote, Carl speaks about his early athletic experience, his vision and growth of the Triathlon Series, and how his successful mission to make triathlon an Olympic sport shaped his career.

“Carl is an inspirational visionary, leader, connector, friend and most importantly, mentor... He is a true professional in every sense of the word.”

- Annie Adams, VP Partnerships, Hookit



INTERNATIONAL
OLYMPIC
COMMITTEE



CARL // THOMAS

THE BEST BOSS EVER

FOR MORE INFORMATION ON
OPPORTUNITIES AND PRICING, CONTACT

CARLTHOMAS@THEBESTBOSSEVER.COM
+1-760-275-6903

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