

# JB Osborne

CEO and Co-Founder
Red Antler

JB Osborne is the Co-founder and CEO of Red Antler, the leading brand company for startups and new ventures. He works with top, fast-growing companies like Casper, Allbirds, Brandless, and Prose, advising their founders on how to build category-defining brand experiences that people can't stop thinking about.

A fierce believer in the power of brand to launch and transform businesses, JB's experience sits at the intersection of creative services and venture capital, advising operating teams and investors on brand as a competitive advantage. Leading a multi-disciplinary team of strategists, designers, marketers, and engineers with his co-founders at Red Antler, he has helped define a new generation of products and services that people love.

JB was named among the most important entrepreneurs of the past decade by Inc. Magazine, and he's previously been selected as one of Women's Wear Daily 40 Under 40 in Fashion and Retail and a Forbes Consumer Catalyst. As a leader in the start-up community, JB's commentary has been featured in top industry publications including Fast Company, The Wall Street Journal, and Fortune. JB was appointed to Bed, Bath & Beyond's Board of Directors in April 2018.

Prior to founding Red Antler, JB opened the New York office of Consortium, a boutique creative shop based in Auckland, New Zealand. He began his career at advertising agency Saatchi & Saatchi working with global consumer brands. He graduated Magna Cum Laude from Cornell University with a degree in Business and is active with their Entrepreneurship program and Cornell Tech. A Philly native, he lives in Brooklyn with his

wife Arielle, their dog Brodie, and a lot of plants.