

## Contact

[www.linkedin.com/in/earlcole](https://www.linkedin.com/in/earlcole)  
(LinkedIn)

## Top Skills

Digital Media  
Marketing  
Advertising

## Certifications

Blockchain: Beyond the Basics  
Supply Chains for Manufacturing:  
Capacity Analytics, edx  
Business and Impact Planning for  
Social Enterprises, edx  
Global Strategy

## Honors-Awards

Rare Champion of Hope Award  
Nominee  
Reasons To Believe Award Winner  
CBS Sole Survivor Winner  
1st Place "People's Choice Award"  
Winner  
NASA Certificate of Appreciation,  
Startup Series

## Publications

Tire company startup to use NASA  
technology  
Survivor Winner Outwits the NCAA  
What is the adult experience of  
Perthes disease?  
How one founder partnered with  
NASA...  
First Unanimous Winner Ever

## Patents

Interactive Region-Based Advertising  
Into Real Time Video Content  
System and Method for Integrating  
Interactive Advertising Into Real  
Time Video Content

# Earl Patrick Cole

CEO at The SMART Tire Company | Innovator | Motivator | Producer  
| Philanthropist  
Los Angeles Metropolitan Area

## Summary

Highly-driven Serial Entrepreneur, Senior Executive, Keynote Speaker and Investor, turning creative & scientific ideas into powerful narratives, policies and socially-responsible business strategies. A focused and empathetic leader leveraging 15+ years of designing smart technology solutions to fuel disruptive innovation, commercialization and sustainability.

Passionate about developing/marketing products and content that positively impacts consumers and culture around the world, increasing value through diversity, equity, inclusion, and purpose. Traveled to over 50 countries and love learning new things, meeting new people, sharing in different ideas, critical thinking, emerging technologies, music, art and science.

Feel free to message me anytime. Although I'm busy working on the future (and the #GirdDad life), I still make time to live in the present. So, what's your story?

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## Experience

The SMART Tire Company  
Co-Founder & CEO  
August 2020 - Present (2 years 7 months)  
Los Angeles, California, United States

Proprietary and sustainable technologies for the electric mobility, automotive, aerospace, trucking and transportation industries, using advanced materials and innovative design. Private company and NASA partner.

As seen on Shark Tank, TechCrunch, Fast Company, Mashable, Popular Science, Car & Driver, Bike Radar, Yahoo!, GOOD, Engadget, Business Insider, NASA.gov and more.

## Techstars

2 years

Mentor, Techstars NYC Accelerator

2022 - Present (1 year)

New York City Metropolitan Area

Mentor, Techstars Starbust Space Accelerator

2021 - Present (2 years)

Los Angeles, California, United States

Mentor, Comcast NBCUniversal LIFT Labs Accelerator

2021 - Present (2 years)

Philadelphia, Pennsylvania, United States

California State University, Chico

Engineering Leadership Advisory Council

2021 - Present (2 years)

Greater Sacramento

NASA - National Aeronautics and Space Administration

Licensee & Partner

2020 - Present (3 years)

Cleveland, Ohio, United States

Space Act Agreement with NASA Glenn Research Center to further develop and commercialize licensed technologies involving superelastic shape memory alloys. Exclusive license & partnership for select tire/wheel technologies derived from the Mars Rover Program and newly developed IP through STC collaboration and terrestrial/extraterrestrial applications.

Stanford Seed

Consultant

2020 - Present (3 years)

Stanford, California, United States

Seed is a Stanford Graduate School of Business-led initiative that's working to end the cycle of global poverty. The Stanford Institute for Innovation in Developing Economies, partners with entrepreneurs and businesses in emerging markets throughout Africa and South Asia, to build thriving enterprises that transform lives and make a positive impact in their communities.

University of Washington - Michael G. Foster School of Business

3 years

Mentor, Master of Science in Entrepreneurship (Graduate Program)  
2020 - Present (3 years)  
Seattle, Washington, United States

Judge, Buerk Center for Entrepreneurship, Dempsey Startup  
Competition  
2020 - Present (3 years)

Judge, Hollomon Health Innovation Challenge (Graduate Program)  
2020 - Present (3 years)  
Seattle, Washington, United States

Fanstreme  
Co-Founder  
2016 - Present (7 years)  
Greater Los Angeles Area

Fanstreme develops custom applications and interactive technologies for professional sports and entertainment properties, launching creative content and brand promotions through emerging platforms, AI, Web3, and digital media that fully engages fans 24/7.

Owns and operates fandom platforms and content (i.e. CelticsStrong.com, LAClippers Forum, Pandempionship, PlayersBracket, Survivor Metaverse), NFT ecosystems and social media channels, generating revenue through brand advertising, influencer partnerships and blockchain assets.

Perthes Kids Foundation  
15 years 6 months

Founder & Chair of the Board  
March 2015 - Present (8 years)  
Greater Los Angeles Area

Established the first national nonprofit health organization (501c3) to support children and families affected by Legg-Calvé-Perthes disease, a rare form of osteonecrosis (5 out of every 100,000 kids diagnosed) that makes it painful to walk, run, or even play, like most children.

Through global advocacy, innovative programs, and cause-based marketing, was able to grow organization to currently being the largest patient organization in the world dedicated to this particular disease, and a leader in the rare disease and health community.

Implements community programming and fundraising events to advocate for research, education and awareness, in conjunction with doctors, hospitals, government and corporate partners, raising funds for various charity initiatives.

- Perthes Kids Foundation
- Perthes Kids Foundation Australia & New Zealand Ltd.
- Perthes Kids Foundation UK
- Perthes Kids en Español
- Camp Perthes International
- International Perthes Study Group (Partner)
- Perthes Disease Research Institute (2024)

#### President & CEO

July 2013 - Present (9 years 8 months)

Created Camp Perthes in 2013, a summer camp program for kids and volunteers diagnosed with Perthes disease, that has expanded internationally serving hundreds of families every year, around the globe, with locations/ partners in the USA, Australia, UK, Spain, Italy, Colombia, Argentina, South Africa, India & Japan.

#### Founder

September 2007 - Present (15 years 6 months)

As a former rare patient and Kansas City native, founded a charitable fund (Earl Cole Fund) to raise money and awareness for Perthes disease research and education, in partnership with the University of Kansas Medical Center and KU Endowment Fund.

#### Brave Spark

Head of Business Development & Content, North America

2018 - 2018 (less than a year)

London, England, United Kingdom

Lead the day-to-day of an award-winning London/UK-based content agency's expansion into North America (contract), specializing in cost-effective marketing and brand imagination, creating memorable content for clients like Pepsi, Jeep, Warner Bros. & Arsenal Football - from TV production, mobile marketing applications, to VR and interactive campaigns.

Identified, analyzed and developed sales opportunities to pitch and manage agency creative services to companies and brands (e.g.: NBA, Bose, NBC,

Lexus, Tastemade & Brand Jordan), through new and previous business/ media relationships and RFPs.

GOOD Worldwide Inc  
Brand Partnerships Consultant  
2015 - 2015 (less than a year)  
Los Angeles, California

Conceptualized and executed socially impactful partnership activations, digital marketing and media campaigns, celebrating global citizens, inspirational change-makers, and causes for media publishing agency's portfolio of Fortune 1000 companies and non-profits looking to "Do Good" in the world. Clients: Google/Nest, Lululemon, Apple, Patagonia, Starbucks, Walgreens, The United Nations Foundation and more. Company merged with Upworthy to become the world leader in social good media and consulting.

Smush Mobile Technologies  
Co-Founder & Managing Partner  
2013 - 2015 (2 years)  
Santa Monica, CA

Defined company vision and launched first SMS mobile marketing company (hardware & software) providing affordable products and data subscription service to small- to medium-sized businesses, generating over 200 clients in less than two years in partnership with T-Mobile Business.

Particle 5 Interactive  
Co-Founder & CEO  
2010 - 2013 (3 years)  
Los Angeles, CA

Invented/pioneered and co-developed proprietary, in-video/photo advertising technology for mobile platforms, through a method we named "product placement tagging" and video streaming innovation for TV and social media content. Ability to tag, highlight, touch/tap on products within content on-screen to reveal more info about product, purchase, or save item for later viewing. \* Technology now referred to as "shoppable tags" and widely used on Instagram & Facebook/Meta as of 2017 to present day.

CBS Corporation  
Survivor Winner, Fiji  
2007 - 2012 (5 years)  
New York, NY

Proven leader and team player in one of the most dire of mental, physical and social situations, first contestant ever to be voted as unanimous winner of this challenging game and iconic reality TV series, also invited to return as a contestant 4 other seasons post original appearance.

Hosted or appeared in, several TV specials/talk shows/events around the world. Used celebrity to establish talent management company, and partnered with Armed Forces Entertainment (US Military) to create and produce entertainment-based events around the world, concert tours, charity fundraisers, autograph signings, and meet & greets, with cast members from popular Reality TV franchises, Survivor, American Idol, Big Brother, The Amazing Race and So You Think You Can Dance, for overseas U.S. Military troops in Guam, Japan, Singapore, Okinawa, Diego Garcia, Italy, Egypt and Germany.

Muse Communications  
Senior Account Executive, Honda  
2005 - 2007 (2 years)  
Hollywood, CA

Developed and managed targeted automotive campaigns and 360 promotional strategies for full-service, multicultural, advertising agency's top account, Honda, facilitating and executing a multimillion dollar, annual ad budget for Honda Civic, Accord and Acura (digital, social, print, radio & TV commercials).

The Walt Disney Company  
5 years

Film Development  
2000 - 2003 (3 years)  
Burbank, California, United States

Managed Walt Disney Studios Writers Program, worked closely with in-house screenwriters, film producers and creative executives, read/covered script submissions, developed and pitched story ideas for Walt Disney Productions.

Brand Marketing  
1998 - 2000 (2 years)  
Burbank, California, United States

Coordinated marketing campaigns for Buena Vista Home Entertainment major DVD releases for (Disney & Pixar) feature animation properties and franchises: Toy Story, Finding Nemo, Lion King, A Bug's Life, Pocahontas, Hunchback of Notre Dame and Beauty & The Beast.



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## Education

### University of Southern California

Doctoral Student, USC Rossier School (Ed.D), Organizational Change and Leadership Doctorate Program (deferred)

### Stanford University Graduate School of Business

Executive Program for Nonprofit Leaders (EPNL), Entrepreneurship and Social Innovation

### Massachusetts Institute of Technology

Executive Education, Sloan School of Management / Computer Science and Artificial Intelligence Lab, Artificial Intelligence and Implications for Business Strategy

### Harvard Business School

HBS Executive Education Program, Entrepreneurship/Entrepreneurial Studies

### University of Washington

B.A., Marketing, Business Administration and Management, General