

DWIGHT TOM - BIOGRAPHICAL INFORMATION



Dwight Tom is one of America's most successful retail and brand executives. He has operated a number of successful startups that currently have more than 60 million customers.

Mr. Tom is founder of cLuxury, Inc, a New York City, New York based business development consultancy practice. cLuxury, Inc., is a privately held practice of C-level executives, whom specialize in assessing and creating paradigm shifts in marketplaces. cLuxury, Inc., is most widely known for their non-for-profit orientation to support and assist the development of US business innovation.

Mr. Tom created and formalized the modern day mapping structure of the Marketing Eco-System, which is utilized in marketing and advertising throughout the world on a daily basis. Mr. Tom also created the visual marketing technique called LRM, Link-Relative-Marketing, which has been applied to thousands of businesses. In 2008, Mr. Tom has developed a fundamental mapping structure of the social media landscape to help businesses digest where their brand and business model could benefit from the economical marketing platforms within the digital social media landscape.

Mr. Tom is a true advocate for the advancement of market research development, is an educational resource to the marketing industry, and holds an esteemed position as an innovator of market research utilization to create paradigm shifts and marketplace disruptions within business models.

To date, he and his teams have supported, coached and built over 100 proprietary business systems that solve problems in industries ranging from mass consumer goods to luxury consumer goods.

Mr. Tom is also founder of Promethean Digital Network, New York-based think trust that invents entirely new ways for businesses to market and serve consumers, through the utilization of electronic media tools. In addition to being the lead inventor, Mr. Tom is responsible for developing Promethean Digital Network's strategic relationships and long-term vision.

Mr. Tom maintains active relationships with some of the world's largest and most innovative companies. Mr. Tom is a true advocate for the advancement of market research development, is an educational resource to the marketing industry, and holds an esteemed position as an innovator of market research utilization to create paradigm shifts and business disruptions within business models. He can best be seen as a Technology Evangelist in the new era of Digital.

Mr. Tom spends his remaining time and energy with boardroom positions to over a dozen high profile companies, from around the world. Mr. Tom has most recently co-founded Lenotic, which is a luxury brand concept that is designed to revolutionize the premium luxury market through the creation of a SSOC, self-subscribed ownership collective, to a niche target audience of elite consumers.

Mr. Tom holds a B.S. degree in Marketing from Boston University, and an Executive MBA from Wharton's School of Business.