



## Bert Jacobs

Co-Founder and Chief Executive Optimist of Life is good®

---

“Optimism Can Take You Anywhere”

### Biography

Bert Jacobs is the co-founder and Chief Executive Optimist of The Life is good Company. A \$100 million privately held business based in Boston, MA, Life is good® spreads positive vibes with its colorful collection of apparel and accessories. Jake, Life is good’s iconic hero with the contagious smile, teaches men, women and children that optimism is fun, healthy, and empowering.

In 1994, with a combined sum of just \$78 in the bank, Bert and his brother John officially launched Life is good. Today, Life is good products are sold by over 4,500 retailers nationwide, and in 30 countries worldwide. Bert, John, and The Life is good Company are living proof that “Optimism can take you anywhere.”

Believing that consumers are already overwhelmed by too much “noise” in the marketplace, Life is good has never spent a penny to advertise its products. 100% of the company’s growth is attributable to consumer word-of-mouth.

In 2006, at the Life is good Pumpkin Festival on Boston Common, Life is good broke the Guinness World Record for the most carved, lit pumpkins in one place at one time. Because Life is good considers children its ultimate source for inspiration, the company is totally committed to helping kids who face unfair challenges. 100% of all funds raised from an ongoing nationwide series of Life is good Festivals as well as 100% of profits from a growing number of Life is good products benefit the Life is good Kids Foundation.

After graduating from Villanova University in 1987 with a degree in Communications, Bert enjoyed stints as a ski instructor, pizza delivery man, and substitute teacher. Bert focuses his energy on where the Life is good brand is going next. When not overseeing the business, he enjoys live music, travel, and a full-tilt game of Ultimate Frisbee. Claim to fame: he once jumped into the Boston Marathon with zero training and finished in less than four hours.

Bert has appeared on CNN’s Tips from the Top, CNBC’s Business Nation, and The Donny Deutch Show. Life is good has been featured in the New York Times, on the cover of Inc Magazine, and on NBC’s The Today Show. Bert is the second youngest of six siblings from Needham, MA. He credits his mother with teaching his brother and him to face the bumps in the road with a smile. The Jacobs brothers see simplicity, humility, and a sense of humor as the three keys to Life is good’s continued success.