

## ***Our Co-Founders***

### **Sean Marx, CEO**

Sean Marx grew up in Cambridge, Massachusetts. He graduated with a B.A. in economics from Occidental College, and began his career on the West Coast in 1988 as a territory sales representative for Ricoh copiers in San Francisco. He quickly became a top performer and was promoted to sales management. Soon after, he was approached by Mike Hannigan with the idea of starting Give Something Back.

Says Marx, "Growing up in Cambridge during the '70s had a permanent effect on my impression of the world around me. Cambridge is very diverse, and being exposed to that and big city problems made me extremely sensitive to social issues. As a sales manager, I was very successful financially, but I was disillusioned with the priorities of my peers. Focus on material wealth and a lack of concern for world problems did not fit with my upbringing. So when Mike approached me with the idea of starting a company based on the concept behind Paul Newman's food company, I jumped at the chance.

"Strangely enough, the largest initial obstacle was trying to explain the company philosophy to prospective customers. They'd ask, 'What's the catch?' By 1992, I'd finally came up with solid techniques for helping prospects understand our business philosophy, and we managed to sell more than a half million dollars worth of toner and paper."

When he's not at work, Marx enjoys his family, coaching youth basketball, baseball, and soccer, practicing yoga, and fundraising for the Oakland Rotary.

### **Mike Hannigan, President**

Mike Hannigan was born in Pensacola, Florida. He earned his B.A. in Philosophy from U.C. San Diego and his M.A. in Criminology from U.C. Berkeley. He began work for the Xerox Corporation and built his career in management for business products companies for the next decade until starting GSB.

Says Hannigan, "I was active in the usual social movements of the late '60s and '70s, and although I was very successful as a businessperson, I was never really comfortable in that role and never happy unless I was involved in some type of community political activism. I approached Sean Marx with the idea of forming a company that would combine our business skills and our values. We saw an opportunity to use the power of business to further the goals of community service through funding nonprofit organizations. We started the company in 1991 with \$20,000 each from our savings and started making sales calls from my living room."

Hannigan not only speaks frequently before students at U.C. Berkeley's Haas School of Business and Stanford University's Graduate School of Business, he also presents on numerous national panels, chairs the Oakland Workforce Investment Board, and regularly speaks to European businesspeople touring the U.S.'s most successful companies.

A film buff and avid cyclist, Hannigan enjoys spending time with his family.

