



Mark Samuels
Nimbus Eco
President and Co-Founder

With a successful 15 year track record in the digital, social and media fields, Mark Samuels has combined his talents for fostering brand development into the founding of Nimbus Eco®. Having worked with brands like Volcom, Nike, Rockstar, and Surfer Magazine, Samuels has developed a strong set of marketing and branding skills that have helped a multitude of companies position themselves for success in our fast-paced digital society. Working with directors for sustainability and corporate responsibility, Samuels has helped execute campaigns that give back to organizations, like the Sumatran Orangutan Society - a nonprofit working to end deforestation in Indonesia. As a successful media entrepreneur, Samuels has fostered a diverse network of business leaders, marketing directors, and tastemakers that will all help to bring awareness and strategic partnerships to Nimbus Eco as the brand continues to grow. Responsible for overall brand strategy, marketing, and development of strategic alliances, Samuels' unique insight and approach to engaging the consumer and building brand loyalty are pivotal aspects to the success of his latest venture at Nimbus Eco.



Josh Askin
Nimbus Eco
Vice-President and Co-Founder

An innovative thinker, Josh Askin has utilized his marketing background to start several companies with partners in the United States and China. A founding member of Bayard Sourcing Group, Askin has developed and manufactured goods across multiple industries, including apparel and accessories, recently reaching \$1 million in revenue from products sold in the U.S. In 2011, Josh began developing sustainable products with the creation of bamboo headphones for an American startup. This venture sparked his desire to explore new and innovative ways to manufacture responsibly. A tried and tested product developer, Askin saw an untapped opportunity and, with partner Mark Samuels, began research and development on the unique blend of bamboo and sugarcane pulp that goes into all Nimbus Eco tree-free paper products. Instrumental in managing Nimbus Eco's partners in China and across the U.S., Askin brings years of product development, testing, and execution to the team. A passionate and tenacious personality has afforded Askin success in three separate business endeavors with Nimbus Eco set to become the next in a long and rewarding career.

