

About Marcus.

As an impressionable youth, Marcus Lemonis read the description of **Entrepreneur** to his mother from the dictionary while working on a school project, which inspired him to challenge himself and make his dreams come true. His humble beginnings and journey through life represent the heart and soul of what true entrepreneurship is. Although he was not born in America, he is proud to be living the **American Dream** through hard work, determination and believing. Those who have had the chance to hear his story through his moving speaking engagements would say that he is humble, down to earth and 100 percent brutally honest.

A past nominee for the 2018 Critic's Choice Award for Best Structured Reality Series for his work on **CNBC's *The Profit***, Marcus lends his business expertise to struggling businesses in various industries across the country while using his famous **People-Process-Product** principle. Through his 3P mantra, he analyzes every business by the quality people, whether they have an excellent and relevant product, and the best possible process for creating, delivering, and selling that product. While many people frequently call him the "business turnaround king," he will be the first to say that he really helps people with tough love so they can use the experience to inevitably succeed.

Marcus was born in war-torn Beirut, Lebanon in 1973; and, at nine months old, was adopted by a couple living in Miami, FL. As a young child, he was exposed to positive and prosperous business values at his family-owned auto dealership. His entrepreneurial spirit bloomed at age 12 while attending Epiphany Catholic School, when he started a lawn mowing service to generate money for a candy business while enlisting his friends for their help. He then graduated from Christopher Columbus High School and moved to Milwaukee, WI to attend Marquette University, where he studied Political Science, Criminology and Economics.

With approximately 225 locations in 36 states and a comprehensive e-commerce platform, Marcus has long time served as the Chairperson at America's #1 source for RVs, camping accessories, RV maintenance and repair - **Camping World and Gander RV & Outdoors**. In 2017, he became the RV Business Newsmaker of the Year for "evolving into one of the most transformational characters in the U.S. recreational vehicle industry."

With multiple ventures on his resume, Marcus can be seen sharing his knowledge through numerous business and entertainment television programs and is also regarded as one of the most sought-after industry experts and keynote speakers in the small business sector today.

Marcus drives results through collaborations, partnerships and relationships. His advice for aspiring entrepreneurs is simple: know your numbers, trust the process and remember that he's 100 percent **IN CHARGE!**



MARCUS LEMONIS

people. process. product.

MarcusLemonis.com



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