



# John Paul DeJoria

John Paul DeJoria's rags-to-riches biography exemplifies the American dream. Once homeless, he has struggled against the odds to achieve success, launching multiple global enterprises, while always supporting his motto, "Success Unshared is Failure."

In 1980, John Paul and hairstylist Paul Mitchell converted a partially borrowed \$700 into John Paul Mitchell Systems, which is today the largest privately held salon hair care line. In 1989, he co-founded Patrón, the first ultra-premium tequila, and now the world's number one ultra-premium tequila, which he sold to Bacardi in 2018. John Paul went on to co-found John Paul Pet, ROKiT and other enterprises—like his previous ventures, they are privately held companies with high ethical standards and reputations for integrity.

Throughout the length of his success, John Paul has made philanthropy paramount. He has signed Bill Gates and Warren Buffet's "The Giving Pledge" as a formal promise to continue giving back, and also established JP's Peace, Love & Happiness Foundation as a hub for his charitable investments, which span the core values of his companies: sustainability, social responsibility and animal-friendliness.

John Paul has been profiled for his corporate and philanthropic initiatives across a multitude of media outlets including *20/20*, *CNN*, *Forbes*, *Fortune*, *Inc.*, *The Wall Street Journal* and *Fox*, *Fox Business News*, *Bloomberg*, *CNBC*, *MSNBC* and *NBC*, and appeared as a mentor for budding entrepreneurs via a guest shark appearance on *Shark Tank*.