

FRENCH AMERICAN BUSINESS WEEK

WASHINGTON, D.C.

Alexandre Mars Serial Entrepreneur – Founder of Epic Foundation

On May 4, the French American Business Week (FABW) will be delighted to host Alexandre Mars, who will talk about the “Social Disruption”.



Alexandre Mars is a serial entrepreneur and engaged philanthropist who started his first venture at 17. Over the next 15 years, he launched and sold several new media and technology companies in Europe and North America including Phonevalley, a mobile marketing agency sold to Publicis Group, and ScrOOn, a social media management system sold to Blackberry.

In 2014, Alexandre founded Epic Foundation to bridge the gap between a new generation of individual and corporate donors, and organizations supporting children and youth globally.

Alexandre is leveraging the knowledge gained through years spent as a tech entrepreneur to inject new momentum into the world of philanthropy. Understanding the demands of a new socially conscious generation, he created Epic as a platform for donors to engage in their charity.

Besides being regularly quoted by the *Financial Times*, *Le Monde* and the *Wall Street Journal*, Alexandre has spoken at a number of global forums and events including: Web Summit (Lisbon), YPO (Vancouver), SXSW (Austin) and WSJDLive (LA), where his expertise in tech innovation and leadership in philanthropy help others better understand contemporary trends and challenges.

In 2015, he was named one of New York City's top 20 philanthropists under 40 by the *New York Observer*. In 2016, he was awarded EUROPE 1's prestigious *Trophée de l'Avenir* as "Personality of the Future."

Alexandre is a longstanding member of the technology community and continues to invest in high-growth technology companies, including Spotify, Pinterest and Blablacar, through his family office Blisce/.

Alexandre lives in Brooklyn with his wife and three children whom he enjoys traveling with. He is also passionate about sports. A devoted practitioner of mixed martial arts and avid runner- has run both the Paris and New York City Marathons- he was appointed Chair of the 28-member Sport and Society Committee, as part of the Paris 2024 Olympic and Paralympic Games Bid Committee.