

TALENT
CHAMPIONS
COUNCIL
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TCC Member Spotlight

Is [Tom Lix](#) interesting? I think he'd give the Dos Equis guy a run for his money!

Tom Lix is the Founder & CEO of Cleveland Whiskey. He considers his company as much of a tech company as he does a whiskey company. Their "Cleveland Underground" label is a Bourbon finished with Black Cherry Wood. No syrup, no sugar. Just the wood. It has won a Gold Medal at the Los Angeles International Spirits Competition and a Double Gold at the China Wine and Spirits Awards.

Tom received a doctorate in marketing with an emphasis on behavioral modeling & information communications from Boston University. He is a once upon a time student activist and college dropout who hitchhiked cross country and fought forest fires in Alaska at the age of 17. Lix was the founder of the first university-sponsored motorcycle club in America and ultimately spent 6 years traveling the world in the United States Navy before returning to complete his undergraduate degree in business (summa cum laude).