

2021 KICA BOARD CANDIDATE

# Lee Applbaum

Member Since 2018

32 Blue Heron Pond Road

Single Family Home

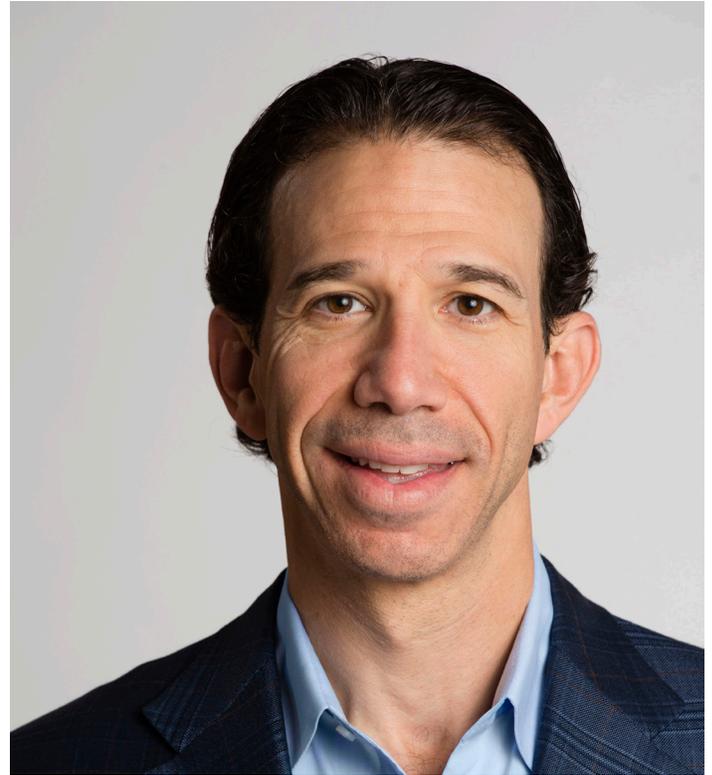
Part-Time Resident

Primary Residence: Dallas, TX

KI Club Member

## Candidate Overview

My wife, Jennifer, and son, Bennett, first experienced and became entranced with Kiawah Island during an extended summer holiday in 2017, having heard about the island from friends who first built here early 2000's. They described an almost mythical Lowcountry setting where they were retiring after successful careers in Atlanta, Georgia. Two decades later, we not only shared their passion for the island, but made it our home (closed on our house in the Preserve in 2018). Although we primarily live in Dallas today, we often say we have a house in Texas, but a home in Kiawah. After our son's graduation in 2024, we will relocate, full-time to the island. Our feelings for the island are visceral and stem from the first time we set foot on the beaches, kayaked in the marshes, and walked on the nature trails — it truly is a place like no other. My family and I have traveled



and lived all over the world, and while there are many majestic places, few ever truly feel like home the second you experience them. But, as with any destination, it is the people that make a place, and the Kiawah Island community is what makes our home incomparable. We are all bound by a love for the island, a deep responsibility to protect it— while enjoying all it has to offer— and a duty to serve one another as neighbors, friends, and even family.

## Community Involvement

With a 15-year-old son, much of our free time is spent on/with him, but our family's sense of duty and responsibility to give back to our communities runs deep. Whether it is regularly volunteering at the local food pantry to help those in need, or traveling to Latin America to help build homes for families without shelter, we are committed to sharing our good fortune with others. Furthermore, having been impacted by cancer in our family, we are involved both financially and with our time and energy, in several charities and organizations serving



the Breast Cancer and Lymphoma communities. A primary reason for my desire to join the KICA board is to take some of our philanthropic passion and direct it to the needs of our island and community.

## Professional Background

I have over 25 years of experience building iconic brands and leading global marketing teams across a wide range of consumer goods and services. Today, I serve as chief marketing officer and board member of Wheels Up, the leading private aviation brand in the world.

Prior to joining Wheels Up's Board in 2019, I served as Global CMO at Patrón Spirits International where I led fully integrated marketing and innovation efforts across more than 165 countries. Following the successful \$5.1B sale of Patrón to Bacardi Global Brands Limited in 2018, I continued to lead the Patrón brand as well as assuming responsibility for Grey Goose globally. I have also held CMO and leadership roles in marketing and sales across a range of leading brands including Target Australia, Federated Department Stores and The Coca-Cola Company. I've received numerous awards and accolades throughout my career, including the prestigious Adweek Brand Genius award for groundbreaking digital and social media, and was named the Business Insider "Most Innovative CMO."

I received my B.B.A. in Marketing from the University of Texas at Austin and M.B.A. in Finance and Marketing from the Isenberg School of Management, UMass, Amherst.

Having served in publicly and privately-held businesses, I have a strong financial and management acumen. I am deeply collaborative, and incredibly committed to executing at the highest level in service of employees, shareholders and consumers. This is no different than the varying needs of KICA— vital that we listen to the needs of our constituents, and balance those needs with

the responsibilities of managing the Island and preserving its integrity. Not dissimilar, surprisingly, from managing an iconic, world-class brand like Coca-Cola where details matter and equity creates values for shareholders (or homeowners in our case).

## Board Service Statement

As is the case with my family's commitment to philanthropic endeavors, I believe we have a responsibility to always give back more than we take. Kiawah Island continues to offer us so much— experiences, memories, and friends that will last a lifetime— and while I literally "pay my dues," I believe that's insufficient to truly reciprocate. I feel strongly that there are things we do brilliantly on Kiawah that we must do more of, some things that can benefit from incremental, thoughtful refinement, and others that have to be challenged entirely. The key is to do these selflessly, and with the interests of our island and community first. I have no agenda other than ensuring that the legacy of Kiawah Island is preserved and enhanced for the next generations that have the great fortune to live here. My son, someday his children, and those of our community.

I recognize that at 50, I am significantly younger than the typical board profile. I see this as a tremendous positive. Diversity in all forms is critical, and as we think about future generations on this island, I believe I'm well positioned to represent their aspirations and desires, and to balance those the varying needs of our community.

I spend a great deal of my time at Kiawah, all over our island, and see first hand the challenges and opportunities that lay ahead. My desire is to be part of building our future, rather than just experiencing it. To that end, I am hopeful that I earn the votes and opportunity to join the board and to give back to Kiawah more than it has already given us.

View Lee's video interview at [kica.us/vote](https://kica.us/vote).

