



# EXPOSURE

photograph by Lauren Radack



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## SCHMIDDY

[mark schmid]

CEO-FFT :: Form Function Technologies

BOD :: CONNECT Sports Innovators

Founder/Owner :: [www.sk8ology.com](http://www.sk8ology.com) &  
Art Function

Former President :: [www.eonetwork.com](http://www.eonetwork.com)

Luce Forward client since 2006

### Visionary:

Former professional skateboarder turned serial skateboard company entrepreneur. Product designer, manufacturer, marketer, and entrepreneurial coach.

After 35 years in the action sports space Schmiddy is still looking forward. Inspired and relentlessly energetic, Schmiddy is currently creating a new category in action sports with patent protected display and organizational systems that treat the products kids love like fine works of art. Companies currently under the Form Function Technologies umbrella are Sk8ology, Bordzup, and ArtFunction. Creating products that put smiles on kids faces and fly off shop shelves is second nature to him, but to manage sales and distribution contracts, IP protection, corporate governance, along with all the other details that can wreak havoc on his bottom line, he relies on the experts at Luce Forward.

"I've learned that the fastest way to succeed in this industry is to acknowledge your weaknesses – and to focus on your strengths. Then rely on your team of experts to do their part. I don't have the time or the patience to focus on all the legal issues for my businesses; I just know that Luce has my back."

Success follows passion. Focus on yours.

[WWW.LUCE.COM/ACTIONSPORTS/](http://WWW.LUCE.COM/ACTIONSPORTS/)

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