



TOM NELSON

Board Member

Tom Nelson is the owner of XENON Marketing, the marketing and management company based in Santa Rosa California hired to manage Knuckle Sandwich LLC owned by Food Network and NBC star Guy Fieri. Mr. Nelson is also the executive director for the Guy Fieri Foundation for Inspiration and Imagination and Board Member for Guy Fieri's inspired Cooking With Kids non-profit. He operated JBL Advertising after the passing of its founder Jack Levar, also based in Santa Rosa. JBL was a full service advertising agency until it was merged with XENON Marketing in 2010. For nearly two decades, Tom served as VP of Sales & Marketing for Redwood Empire Stereocasters, the largest radio media company north of the Golden Gate bridge in California. He served as the President for his local Boys & Girls Club of Cloverdale for over four years. He has one daughter, aged 19, who also works in Guy Fieri's restaurants.