



# LEE MBA Executive Insight Speaker Series

## Bradley Howard

CEO and Founder

**TREND NATION, LLC**

**Thursday, March 4, 2021**

Virtual Presentation

**7:00pm - 8:30pm**

**Click [here](#) to RSVP**

This event qualifies for the  
Lee Business School Medallion Program



**TREND**NATION

### Topic: From Mind to Market

**Trend Nation, LLC is a premier online marketplace partner. Based in Las Vegas, Trend Nation is a third-party marketplace outsource solution that can help develop marketplace strategy, while helping to expand brands to top marketplaces around the world, including Amazon, eBay, and Walmart. The company has over 500 brand partnerships with 250,000 SKUs under management. Trend Nation offers services to help launch brands and products online through Internet Distribution, and also helps brands control their current online presence on marketplaces through a program called Managed Marketplace Accounts (MMA).**

Bradley Howard is a serial entrepreneur & online retail pioneer who has over a dozen successful startups to his credit. In 2007, he was recognized as one of Cleveland, Ohio's top 10 Entrepreneurs under 30. In 2013, he earned Las Vegas, Nevada's 40 Under 40 award for outstanding business and community leadership and was also selected as a finalist for National Ernst & Young Entrepreneur of the Year Award in 2015.

Brad is the Founder and CEO of Trend Nation, a Las Vegas based eCommerce retailer that manufactures, markets and retails over 2,000 different products online. In recent years, Trend Nation has been recognized as one of Amazon's largest 3rd party partners. Over the past 7 years they have earned numerous awards, including being recognized by INC 5000 - 5 times (#1 fastest growing company in Nevada in 2013), listed as one of the best places to work by Fortune magazine and seen as the go-to resource for countless media sources including the Wall Street Journal and CNBC.

Brad holds a BSBA from Ohio State University and earned his Executive MBA from MIT University. He is a member of the Young Presidents Organization (YPO) and a Jewish Federation Board Member. His most memorable recollections growing up in Ohio were shaped by his experiences with the Boy Scouts, where he achieved the Eagle Scout Rank. When he is not working, Brad enjoys family time with his wife and three kids, bowling, traveling, and tinkering with coin-operated gadgets.



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