



## Entrepreneur Profile: TODD PARENT

### RÉSUMÉ

**Name:** Todd Parent.  
**Title:** CEO and founder.  
**Company:** Extreme Pizza.  
**HQ:** San Francisco.  
**2005 revenue:** \$13.3 million.  
**Number of employees:** 700 companywide, 450 in the Bay Area.  
**Year founded:** 1994.  
**Source of startup capital:** The City of San Francisco, Bank of Canton and personal savings.  
**Background:** University of Vermont and the Sorbonne in Paris. Worked on Wall Street at U.S. Trust, then moved to Colorado and worked at various restaurant groups. Moved to San Francisco in 1993 and worked at Noah's Bagels.  
**Age:** 40.  
**Residence:** San Francisco.  
**Web site:** www.extremepizza.com

### BIG PICTURE

**Reason for starting business:** I was sick of corporate politics and the larger reason was to pursue a life-long dream.

**Most difficult part of decision:** Giving up the security of a paycheck.

**Biggest plus of ownership:** Flexible work schedule and knowing that the dream and vision is providing job opportunities for hundreds of people. And being able to wear shorts and t-shirts to work everyday.

**Biggest drawback:** Navigating the maze of government bureaucracy and policies which hinder us from growing faster and easier.

**Biggest misconception:** You make decisions that you want to benefit you and your family, but in reality you have to put everyone else first: employees, investors, customers.

**Biggest business strength:** Great products and great service.

**Biggest business weakness:** Although we've made the business scalable, it's pretty capital intensive.

**Biggest risk:** Accepting equity financing from friends and family. Luckily it's gone well because we've succeeded. We've bought out some investors and paid dividends.

**Biggest mistake:** Starting company with a 50-50 business partner who was also a friend.

**Smartest move:** Buying out the partner. **Biggest worry:** Not being able to renew favorable leases at existing locations.

**Top source of inspiration:** Bono from U2. First, because I love his music, but also because he's done great things for communities and the world. He made me focus on what I'm doing and what I've realized is that it's a platform for giving back to the communities in which we do business.

### DAILY ROUTINE

**Most challenging task:** Leaving the office at the right time of day to go do the other things that are important in life.

**Favorite task:** Product sampling.

**Least favorite task:** Cleaning the grease trap.

**Biggest frustration:** Missing deadlines.

**Source of support in a business crisis:** My dad. He continues to be a mentor and an advisor to the company.

### DREAMS

**Key goal yet to achieve:** Opening a location in Hawaii.

**First move with capital windfall:** Renewing leases and trying to acquire properties where we do business.

**Five-year plan:** Open 10 locations per year for the next four to five years. This would bring us up to 75-100 locations and hopefully \$50 million to 75 million in revenues.

**First choice for new career or venture:** Write a book or two. One book would share the Extreme story for other aspiring entrepreneurs and restaurateurs. The other book would be based on the thought, "What happens in Vegas Stays in Vegas ... Until Now" and would share crazy stories from Vegas.

### PERSONALS

**Most-admired entrepreneurs:** Steve Jobs and Howard Schultz.

**Most interested in meeting:** Bono and Steve Jobs.

**Stress reducers:** Tennis, wind surfing, jogging, surfing, mountain biking.

**Favorite pastimes:** Dining out and vacation in Hawaii.

**Favorite book:** "Odyssey: Pepsi to Apple, A Journey of Adventure, Ideas and the Future" by John Sculley.

**Favorite film:** "Meet the Parents."

**Favorite restaurants:** Gary Danko or Houston's.

**Favorite destination:** The Fairmont Kea Lani on Maui.

**Automobile:** Volvo XC90 SUV and an older model Volvo 850, which has better gas mileage.

— Kayla Platt ■