



Meet The Team

Derek White

As the cofounder and CEO of LiftKits, Derek White leads a company that embodies his personal interests and professional goals: a brand dedicated to making stature the most accessible path to individual success. His career as a model reflects this philosophy, that people want - and deserve - a way to project authority and self-confidence. Derek's commitment to LiftKits is the culmination of his previous achievements as a real estate and finance executive. His rapid ascent with one of the nation's top lenders also underscores his efforts on behalf of LiftKits -- that a sound business starts with a gifted team, colleagues who share a vision that combines exceptional quality and open communication. This philosophy guides all of Derek's actions, strengthened by the feedback he elicits and the support he enjoys.

A graduate of California State University, Long Beach, Derek continues to apply his insight - honed by his experiences in action sports, sales and marketing - to popularizing LiftKits as both a fashion accessory and a practical means of immediate self-improvement. His leadership is at the center of the public's embrace of LiftKits.

Rhett McNulty

Rhett McNulty embodies the very principles of entrepreneurialism: a passion for innovation, married to interactive technology that transforms the way people shop, communicate, exchange ideas and uncover vital information. As one of the founding employees of Shopping.com, since acquired by Compaq for \$220 million, Rhett's leadership is a case study in giving consumers a new experience that forever changes - for the better - the way they buy products online. Success follows Rhett, as evidenced by his later work (as cofounder and Director of Merchandising and Product Development) on behalf of TheBigStore.com, another critically acclaimed e-commerce site. Rhett is also cofounder and COO of Shopit.com, which facilitates the way individuals and brands monetize their 'friend' networks within sites like Facebook and MySpace.

Rhett also plays an active role in the world of private equity, where he runs Linlithgow Holdings, LLC, which provides investments for emerging growth companies. Notable investments include: financial services, energy, iPhone application development, direct response/product marketing, customer acquisition, e-commerce and online advertising.

Rhett currently oversees business development and strategic alliances for LiftKits, while additionally running Branded Research, a social and mobile marketing and branding company. A graduate of the University of Miami, Rhett inspires executives of all interests by his passion and extensive record of accomplishments.



Matthew Gaffney

Matthew Gaffney is a pioneer within the field of online marketing and retail sales. As the cofounder of Branded Research, he is at the forefront of making social media both an essential communication tool and a profitable venture for a variety of businesses. By developing applications for brands, celebrities and entertainment companies, Matthew understands that the future of online marketing is the present: that he is the author of changes that will reverberate throughout the business world for years to come. As the cofounder and CEO of LeadMate, LLC, which won praise for its efforts in the financial services industry, Matthew has the benefit of offering a critical eye concerning the way LiftKits can - and will - secure its position among loyal consumers nationwide. A graduate of the University of Arizona, Matthew is COO of LiftKits.