

Robert Cutler

Creative Consumer Concepts

Bob Cutler is the founder and Chief Executive Officer of **Creative Consumer Concepts (C3)**, the largest kids-focused brand marketing agency in the nation. Since the company's founding in 1987, kids across America have been entertained by C3's fun-loving kids' menus and toys in thousands of national restaurants.

C3's tremendous success is largely attributed to Cutler's commitment to maintaining the highest levels of integrity possible within the organization. The company's dedication to "improving our people and planet while making a fair profit" have allowed for significantly lower turn-over amongst employees and a high retention rate.

Along with the company's dedication to the community and ethical business principles, C3 also takes great pride in its award-winning staff of executives, client service professionals, graphic designers, researchers and operational experts.

The company was recently earned the Kansas City Small Business Ethics Award.

Philanthropy & Volunteerism

Philanthropy and volunteerism continue to play a significant role in Cutler's life. Bob is currently serving in his fourth year on the Kansas City Arthritis Board. He is a past board member of the American Juvenile Arthritis Foundation (AJAO) and past Chairman of the AJAO Strategic Planning and Development Committees.

Cutler has also held numerous leadership positions with the Greater Kansas City Jewish Federation, including: Treasurer and Vice-President of the Board, member of the Israel and Overseas Committee and Chair of the 2000 and 2001 Annual Giving Campaign. He is entering his second term on the Board of the Federation and currently serves on the Board of B'nai Jehudah and its Recognition and Brand Development committees. Additionally, Cutler is a graduate of the Helzberg Leadership Fellow program.

At the national level, Cutler served as Vice-Chair of the United Jewish Communities (UJC) Jewish Leadership Forum and Chairman of the Jewish Leadership Forum (JLF) during 2001, 2002 and 2003. He is currently the Vice-President of the National Campaign Executive Committee (CEC) and the Finance and Resource Development Pillar (FRD) for 2004 and 2005.

In addition to Cutler's commendable community service, he also contributes to 30 charities and non-profits. He is committed to supporting political causes that are in alignment with his belief that the survival of Israel is a benefit to the global community. Cutler is also an active member of the American Israel Public Affairs Committee (AIPAC).

Professional Background

Cutler received his bachelor's in sociology with a minor in elementary education from the University of Denver in 1978. He began his career as an account executive for Hallmark Cards where he held positions as sales trainer and promotional sales

manager for seven years. Cutler was also Vice President of Equity Marketing Incorporated, now based in Los Angeles, California.

Family

The 51-year-old Cutler has three daughters ages 10, 14 and 16. He is an avid runner, competing in five marathons and enjoys yoga, weight training and masters swimming.