

Nook Sleep Systems, LLC:

Management Team

John Boiler, Chairman of the Board
Co-Founder, President, 72andSunny

John is a 22-year veteran of design and advertising whose career has been defined by creating and growing some of the most successful and respected consumer brands in the world, including Nike, Vodafone, Xbox, and Bugaboo.

Since 2004, he has served as President and Creative Director of 72andSunny, a best-in-class international design and advertising agency which has doubled in size every year since its inception, and which helped grow Bugaboo from a Dutch stroller company into the luxury category-defining international brand over 5 years. From 1998-2002, John was the Managing Partner at Wieden+Kennedy in Amsterdam where he grew the business by 200 percent in revenue and increased profitability during his tenure. From 1991-1997, he was an Art Director and Creative Director at W+K in Portland. The recipient of every significant national and international award in advertising, including multiple Cannes Gold Lions, Clios, The One Show Gold Pencils, D&AD and the Tokyo Art Directors’ Club, John is credited not only with creating some of Nike’s most iconic advertising and also distilling its famous logo in 1994 into the ‘Swoosh-only’ form (with no ‘Nike’) which is ubiquitous today. He devotes part of every year to teaching students at the prestigious Art Center and/or Otis School of Design in Los Angeles, and he was recently named, along with the other 72andSunny principals, among the 50 most influential creative voices in culture today by Creativity Magazine (2009). John currently lives in Manhattan Beach, California, with his wife, Kari, President of Bugaboo, North America, and their 8-year-old daughter and 5-year-old son.

Douglas E. Johnston, Jr., Chief Executive Officer
Investor and Entrepreneur

Doug is a current Principal in Pixel Organics as well in two other venture capital projects. From 2005-2007 he was CEO/COO of SCI Real Estate Investments, LLC et al, a national-scope commercial real estate sponsor which completed over \$2 billion in Class A tax-advantaged investment transactions in 18 states. From 1997-2004 Doug served as EVP-Finance and as one of the eight original ‘Founding Fathers’ of Platinum Equity, LLC, a global ‘private equity’ mergers and acquisitions company which has been ranked as the largest private company in Los Angeles. After finishing his B.S. in Finance at Washington & Lee in 1978, Doug was employed in the banking business in North Carolina, Texas and California until 1997. He served from 1986-1989 in San Antonio as the youngest bank President in Texas in a start-up bank which set every known record for size, growth and profitability, and which also earned the bank regulators’ highest Class 1 rating. He is a former World Champion crew in the 5.5 Meter Class, former President of the Century City Rotary Club, and has resided in Los Angeles for 20 years. Doug lives in Santa Monica and has a very active 6-year-old daughter.