

Tom Chappell, Founder and CEO

Tom Chappell is founder of Ramblers Way and a pioneering entrepreneur in the field of sustainable business.

Together with his wife, Kate Chappell, Tom founded Ramblers Way in 2009. Following the sale of natural personal care company Tom's of Maine in 2006, the Chappells were seeking a new industry in which to apply their knowledge of sustainable, values-grounded business. Headquartered in Kennebunk, Maine, Ramblers Way employs dozens of local artisans and other professionals in crafting innovative, sustainable, comfortable and stylish clothing made from premium natural fabrics. As with Tom's of Maine, the Chappells ground Ramblers Way in the values of sustainability, social responsibility, ethical business practices and economic empowerment.

In 1970, Tom and Kate revolutionized the personal care industry when they founded Tom's of Maine. As the environmental movement was beginning to take hold, the Chappells saw an opportunity for more environmentally conscious products. Tom's of Maine was a different kind of company, based on the Chappells' belief that companies should minimize their environmental impact while working towards positive change in local communities. Starting with just \$5,000, Tom and Kate built the Tom's brand into a household name, the gold standard in natural personal care products. In 2006, Colgate-Palmolive purchased a controlling stake in the company.

The Chappells established the nonprofit Saltwater Institute to train entrepreneurs and companies in the Chappell Values Based Business Model, which emphasizes: 1) Champion Quality; 2) Sustainability; 3) Made in America; 4) Family Owned and Managed; and 5) Transparency.

Tom has authored two books, *The Soul of a Business: Managing for Profit and the Common Good* and *Managing Upside Down: Seven Intentions for Values-Centered Leadership*. He holds a BA in English from Trinity College and a Masters of Theological Studies from Harvard Divinity School.