

Meet Our Team

IZON3 Agency is a team of industry professionals focused on innovative ways to bring a Brand's identity to life through blockchain projects and the Metaverse at large. Our core team includes leaders in sports and entertainment marketing, business development, creative design / illustration, crypto and blockchain technology.

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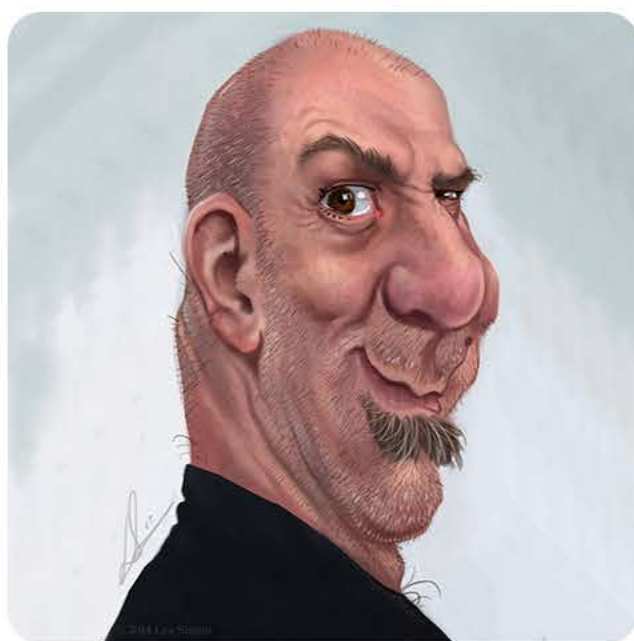
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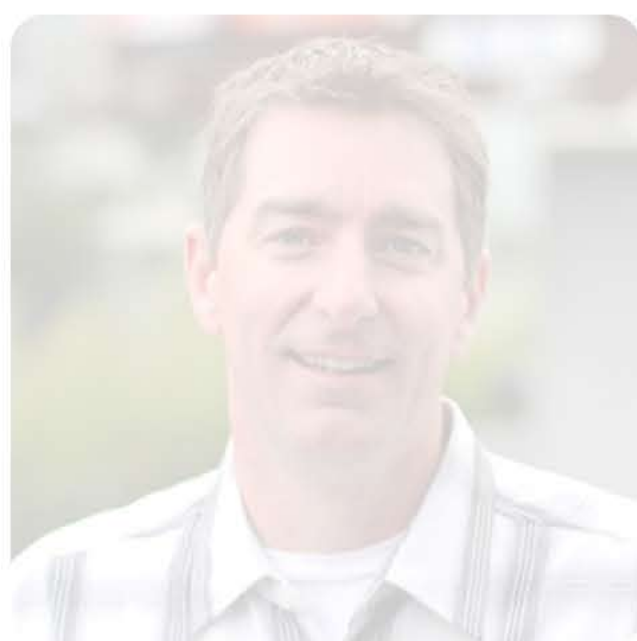
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Tim Ummel has over 26 years of experience in the technology, golf, sports, and development industries, including launching several technology-related companies in the sports sector. Today Tim Ummel is the Founder and CEO of the **IZON 3 Agency**. After studying the world of blockchain opportunities, the early days of NFT drops and the beginning discussions in early 2020 of the coming of Web 3 it was apparent a major change was coming. With so much being advanced from the world of Web 2.0 to Web 3, Ummel recognized the opportunity to become thought leaders and trailblazers within the Golf vertical and later adding Sports & Entertainment to the focus. In mid-2021 it became apparent that pulling from his past experiences of being a Partner in two separate traditional Ad agencies that same model could assist all their current Client base. In late 2021 the **IZON 3 Agency** was born with a total focus on assisting Clients with all of their Web 3 initiatives to include the full review of that particular Brands options to participate in blockchain projects, consider doing NFT drops and what should be their long-term strategy going to the Metaverse.

As a founder and entrepreneur, he has become highly focused on also creating change and has a personal mission after the quarantine of March 2020. When America was “sent home” to quarantine, one of his most crucial ideas came: how do we provide highly affordable healthcare solutions to those in the 1099, part-time, and hourly work sectors. With a passion for always challenging to “find a better way,” he spent the next year developing what has become the first-ever aggregated services Virtual Healthcare Membership model covering exactly what Americans use daily with the creation of Give Virtual Care (GVC).

Previously, Ummel founded and served as a managing partner in Innovative Sports Ventures, a boutique venture capital company with an investment focus in the sports, lifestyle, and luxury markets. In addition, he founded and ran The GOLF Tank as an early-stage investment and boutique incubator for all things golf, technology, and sport. Tim has traveled extensively around the globe working on private club/golf developments and provided strategic leadership to top sports agencies and sports technology companies, oversaw, and assisted the portfolios of some of the biggest names in professional golf, baseball, instructors, and commentators. Ummel is well versed in concept, design, marketing, branding, public relations, and the creation of B2B relationships which has proven to be a valuable resource throughout his career. Long-term established relationships with leading media channels, retail chains, big box stores, numerous advertising agencies, multiple golf associations, and golf management companies have created an extensive personal network.

Ummel oversees the overall growth and strategy of the **IZON 3 Agency**, relationships with its key partners, looking at acquisitions & growth opportunities and spends much of his time educating businesses on this new world of Web 3. He resides in Scottsdale, Arizona with his wife, daughter and son.

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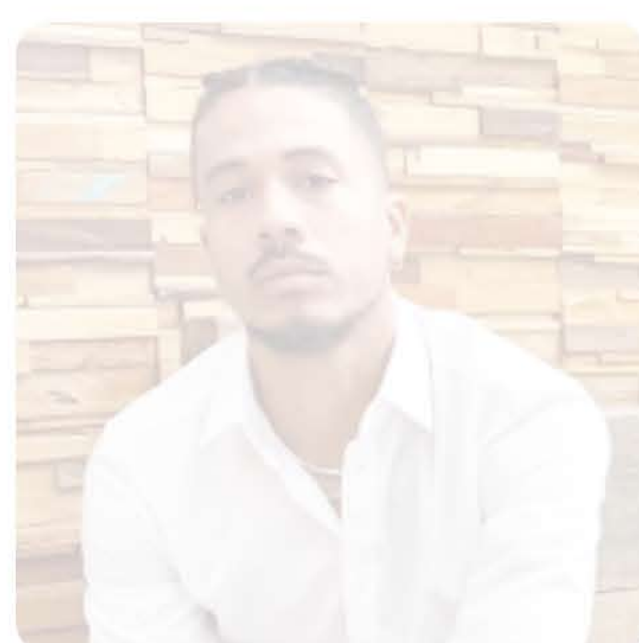
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Jay O’Sullivan is a serial entrepreneur with over 30 years of strategic business leadership experience that focuses on his passion for business, customer experience, and digital innovation. Jay is President and Co-Founder of **IZON3 Agency**, a Web3 agency focused on launching NFT Marketplaces that drive physical, digital, and metaverse community, loyalty, and new revenue and business model opportunities for leading sports and entertainment brands, retailers, and event properties.

His past experiences included SVP of Sales and Marketing for SeatNinja where he raised growth capital which resulted in an acquisition by a large Point of Sales company in 2020. Prior to that he served as SVP of Sales and Marketing for Waterfall a mobile messaging company where he helped grow revenues 400% in 18 months resulting in an acquisition in 2017. As the fourth team member of iLoop Mobile, Jay helped build the U.S. mobile marketing industry. iLoop Mobile was acquired by Waterfall in 2013. Jay also is the founder of a social sports and entertainment game, Basketball Dreams. He started his career in the sports and entertainment working for the San Jose Sharks Hockey team managing over \$10 million dollars of revenue as well as adding 3D seat technology and introducing the Bay Area’s first indoor lacrosse team the San Jose Stealth.

Jay is motivated by execution and operational success while developing programs that drive customer acquisition, market presence, cross-platform consumer engagement, and revenue growth. He has developed domain expertise in several emerging technologies: NFTs, blockchain, Web3, metaverse, mobile messaging, online, social, e-commerce, social gaming, SaaS services, traditional and digital advertising. His experiences have been proven with clients such as; NFL, Brinker, Live Nation, Sony Pictures, E Online, Joel Osteen, The Coca-Cola Company, The Obama Presidential Campaign, Paramount Pictures, Lexus, Warner Brothers, Procter & Gamble, Mastercard, Yahoo, Lending Tree, and San Jose Sharks.


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Kevin Flanagan's career in advertising spans 20 years and has found him on both the advertising agency and media provider side of the table. After establishing a solid foundation of 360-degree media knowledge at Horizon Media, he joined the ranks of Mansueto Ventures, parent company of the then rebranded media outlet, Fast Company. His work in that environment caught the attention of Conde Nast and he joined the team at their Golf Digest Publication. Soon after, to further his skillset and dive even deeper into the golf community, he became one of the original team members of a digital start-up within the golfing community: SwingXSwing, which boasted a daily audience of nearly 2 million consumers through a digital newsletter and an aggregated audience of social media with almost 4 million followers. Kevin also has experiences working at The Caddie Network and the National Golf Course Owners Association (NGCOA), so it's safe to say that Kevin's golf experience has allowed him to develop a broad scope of knowledge in the golf and media arena.

Kevin's experience has resulted in delivering successful results in driving consumer digital engagement for brands such as American Express, BMW, Mercedes Benz, Rolex, Tag Heuer, Ralph Lauren, Kodak, LVMH, Diageo, Brown Forman, Samsung, Sony and Proctor & Gamble.

Kevin can't separate work and life, nor does he even want to, which means his personal hobbies include squeezing a round of golf in whenever he can or writing more fictional crime golf stories with his creation of the Fuzz and Ty novella series.

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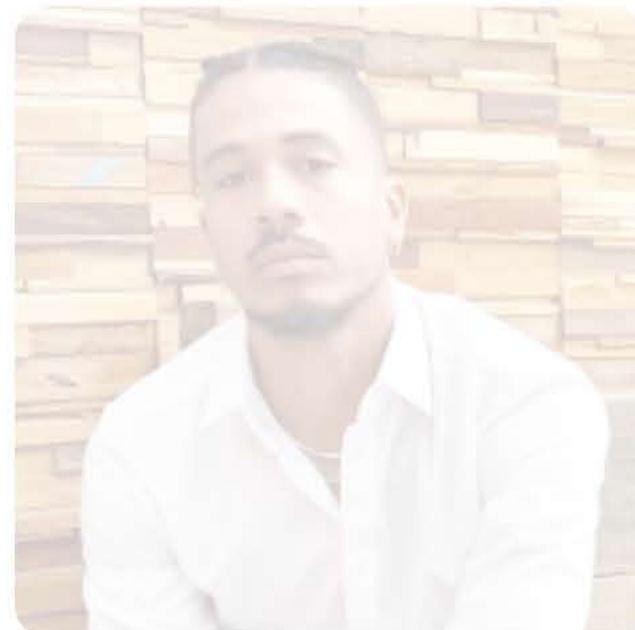
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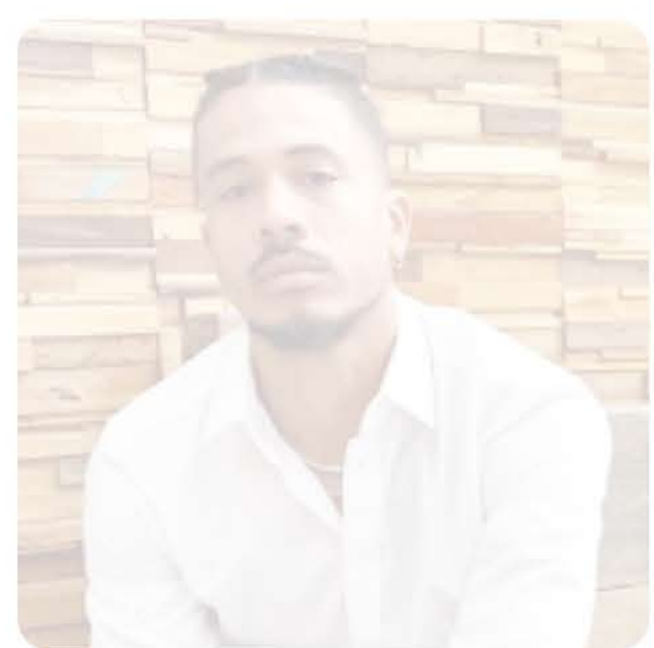
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Chris Tivey is a graduate of Sheridan College - Marketing & Design, Chris spent the first 25 years of his career as a Creative Director, founding three successful marketing firms: Ideation (Vancouver, Toronto), The Hathaway Group (Toronto) and Envisioning & Storytelling (E&S, Vancouver), creating successful campaigns for clients such as Intrawest Resort Development, General Motors, Estee Lauder Cosmetics, Kraft General Foods, Air Canada and Expo 86, to name a few.

Coinciding with the cofounding of E&S Vancouver, Chris' focus was directed primarily on resort development projects for the next 15 years. During that time he consulted on numerous village development projects in Squaw Valley CA, Whistler BC, Mammoth Mountain Village CA, Panorama Village BC and Snowshoe Mountain Village WV to name a few. Chris' team was involved in long-term envisioning, marketing and sales strategies, onsite sales facilities and branding.

In 2000 Chris joined Star Resort Group (SRG) in Scottsdale, AZ as Chief Marketing Officer, a position he served for 7 years. SRG was the preeminent company in the business of developing, selling and marketing Private Residence Clubs in the U.S. with projects in Lake Tahoe CA, Park City UT, Stowe VT, Pinehurst NC and Durango CO along with others. During this time, Chris was a member of the Urban Land Institute and was an active participant in one of its resort development committees. For over 10 years, he was an active member of ARDA (American Resort Development Association).

In 2008, Chris founded Gravity Destination Properties, Inc. and managed sales and marketing for Saguaro Ranch, a 1,500 acre / \$600M project in Tucson AZ, Mission La Serena in Los Cabos MX and was a senior consultant to Loreto Bay, a 1,000+ acre residential / resort development in Mexico.

In 2010 Chris negotiated a 30-year global license with the PGA TOUR for a member's private and corporate experience leisure club (THE PGA TOUR CLUB). For the past 8 years, Chris has served as been heavily engaged in the design and development of proprietary software for the Golf Industry and Automotive Retail Industry including IZON Technology and late in 2021 with IZON3 Agency. In 2021 he co-founded AXEL Automotive for the creation of software for the automotive retail Industry.

Chris grew up primarily in Toronto ON, lived in Vancouver BC, Ponte Vedra FL and currently resides in Scottsdale AZ with his wife, where he recently became a US Citizen.

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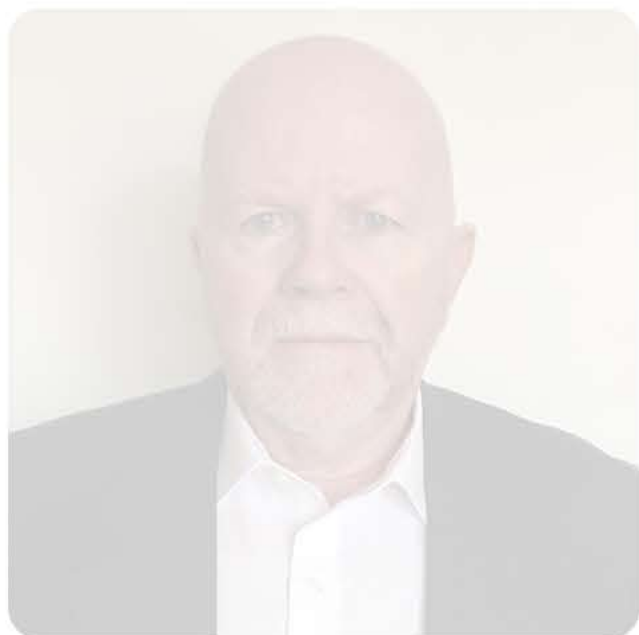
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Len Simon was born in Toronto, Canada, and started his artistic career at the early age of 14. Creating T-shirt designs for sporting events and clothing companies before attracting larger clients like Black Label and Budweiser. Len established himself as an accomplished illustrator for magazines and designer for a major lacrosse supply manufacturer. At the age of 17 he taught drawing classes at a local night school. The following year, inspired by his older brother Mark Simon, Len attended Sheridan College to pursue his passion for animation.

After completing his first year of college, Len was recruited by Sullivan/Bluth Studios Ireland, where he was rapidly promoted to Directing Animator. From Ireland, he moved to Phoenix, AZ in 1994 and was one of the original staff of Fox Animation Studios. While at Fox, Len was one of the main leads on Anastasia and was promoted to Animation Director in charge of all the character animation on Bartok the Magnificent and Titan AE. With Fox Animation's closure in 2000, Len established his own studio with his business partner James Stoyanof. Len has worked on more than a dozen classically animated feature films, recent films include: Prince of Egypt, Spirit: Stallion of the Cimarron, 8 Crazy Nights, Fat Albert, Curious George, as well as a number of European animated features. His experience also includes television work, CD Rom, internet games, casino games, animated shorts, commercials and animated pilots.

Len's ability has progressed to encompass all aspects of animation from storyboard and development to post-production. His hands-on style of management has made Len one of the most accomplished figures in animation.

In his spare time, Len enjoys illustrating children's books and sculpting, as well as developing original stories for print and film projects.

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Myles Daughtry is a blockchain expert and passionate about using the technology of Web3 to authenticate our future. He believes as the world becomes overpopulated; society will establish new connections to physical forms of exchange to include creative stores of wealth. He thinks the technology of NFTs will be the vehicle for future sustainability.

In a world saturated by over-consumerism, replicas, and fraudulent product provenances, preservation and authenticity will take precedence. To give context, in 2018, 69 million tons of waste were recycled, of that 67% were paper and paperboard products. The product supply chain relies predominately on paper bags, paper receipts, food packaging, and boxes; ultimately depleting our natural resources to a point of no recovery.

Blockchain technology is brilliant at solving this problem of unconscionable waste with the immutable ledger. The reliable digital tracking and accrual of transactions, promote accuracy while providing a simple solution.

After winning a Full Athletic Scholarship to the University of New Mexico where he majored in Communications, then went on to study Applied Design at the University of Phoenix College. This experience built his catalog of reference points while shaping the foundation in which to create and conceptualize his world ethos.

After school, he launched "By Myles Daughtry... The progressive study of design + environment". Since then, he has created products spanning all mediums, including Fine Art, Fashion, Jewelry, Perfume, Photography, and Commercial design projects. This has resulted in a substantial amount of experience and knowledge in understanding the product supply chain / life cycle of applied design.

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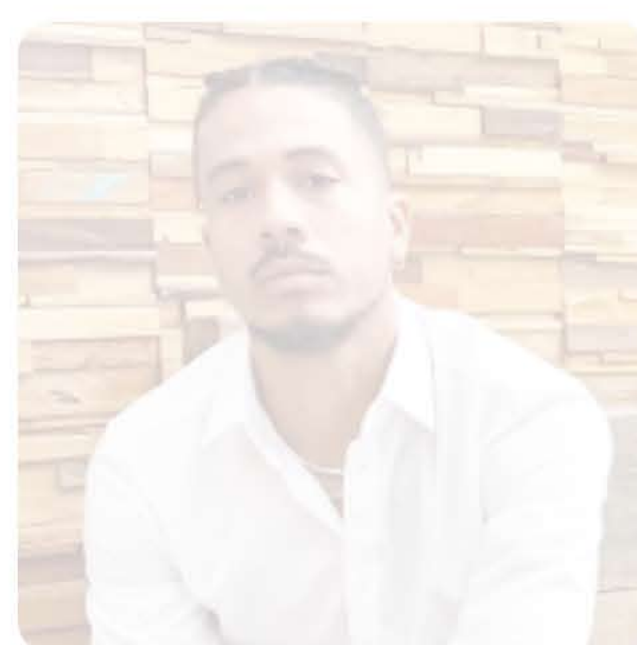
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Sam Markkanen is a digital asset and strategy executive with technology foresight and creativity, he has a history of success in delivering ambitious business goals, disruptive digital platforms, and superior client experiences. He has a consistent record of positioning organizations for success with the integration of new technologies, demonstrating profound understanding and dedication to customer engagement and ever-changing market needs.

In 2017, he assembled a team that architected a blockchain based supply-chain and logistics platform, allowing secure tracking and global resale of smartphones. Since then, Sam has been an advocate of decentralized technologies, contributing to the development of various blockchain and NFT ecosystems. As Advisor to the CEO, he lends his experience, expertise and leadership to Reitium, a disruptive blockchain-based real-estate platform.

Sam also currently serves as a Board Member to Source Protocol, a decentralized fintech (DeFi) platform utilizing revolutionary cross-chain technologies.

In 2021, Sam was appointed to the Board of Advisors to RioCorp, a digital asset holding company that owns world leading NFT, Play to Earn, and Metaverse startups, including GoingApe, PolkaFantasy and the soon to be launched Super Hero Company.

Between 2005 and 2011 as EVP of Global Strategy and later as Chief Marketing Officer, Sam helped grow Acrodea, a deep-tech startup to rapid global growth and was an integral management team member in the company's successful public offering, surpassing a \$2 billion market capitalization. He was also responsible for structuring, opening and operating global offices in Beijing, Seoul, Helsinki, Tallinn, and Irvine, California for the company. While at Acrodea, he helped guide Sony's management through the transition from feature phones to the Android smartphone platform, working in close partnership with Qualcomm and Google.

Throughout 2019 Sam had the pleasure of serving as a corporate liaison within Stanford University's ME310 Program, partnering with a global network of designers, engineers, and innovators taking on and solving the most current real-world problems.

Sam studied Comparative Culture at Sophia University in Tokyo, International Business at Tampere University of Applied Sciences, and researched Digital Media at the University of Helsinki. He is a European Union Leadership Program Fellow and a graduate of the EU Vulcanus Program. He communicates fluently in Finnish, Japanese, and English. In his free time, Sam enjoys the outdoors by hiking, biking, and sailing.

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