



### **Founder & CEO of Healing Meals Corporation**

**Mark Perlmutter** is an accomplished entrepreneur, who has been licensed as a securities broker and real estate broker. His leadership in the emerging field of online funding led him to present evidence to SEC regulators in Washington to help shape the final rules of The JOBS Act. In response to the JOBS Act, Mark hosted and produced the ***CrowdFunding World Summit*** featuring 75 leaders including U.S. Congress, British Parliament and even Shark Tank sharks. As a champion of direct public stock offerings, Mark is a sought after speaker and has presented at conferences including the Silicon Valley CrowdFund Conference, Deal Flow Media Conference in San Francisco, Global Trade Expo in Los Angeles, Retirement Industry Trust Association in Washington DC, CrowdConf in San Francisco, and more. Mark has taught thousands of small investors and eco-entrepreneurs the value of direct public stock offerings. He has been cited in top-tier media including the Wall Street Journal, BusinessWeek, Fortune, Financial Times, Barron's, the Los Angeles Times, the Los Angeles Business Journal, the Phoenix Business Journal, WebWeek and others.

He leads **CrowdFunding4CA**, a citizen group lobbying California to join 13 other states in enacting local CrowdFunding regulations. He is a member of the **CrowdFund Intermediary Regulatory Advocates (CfIRA)**, an industry group that liaises with the Security and Exchange Commission and other regulatory bodies to create workable rules for the JOBS Act.

Mark has established himself as an innovative entrepreneur, filmmaker and subject matter expert on a variety of sectors including online marketing, high-net worth investment strategies, real estate investing and healthy lifestyles. Mark's passion for the environment led him to co-found an electric kit-car company **Switch Vehicles**. With his desire to help people eat healthy he created a film **"Simply Raw: Reversing Diabetes In 30 Days"** which used online marketing to build a crowd of 70,000 fans who bought millions of dollars resulting in a profit for him and his investors.

Mark began his career in 1975 as a real estate sales agent and manager in Denver, CO. In 1981 he became licensed as an investment advisor in Los Angeles to diversify his high net-worth real estate clients into energy, cellular, cable and bonds. In 1995 seeing the coming Internet Mark founded **Direct IPO, Inc** to help growing companies raise funds by connecting with their affinity group through email (this eventually became part of Title III of The JOBS Act of 2012). In 1998 Direct IPO was sold and Mark received venture funding to start **Wall Street Direct, Inc** a site for accredited investors to anonymously discover private companies seeking capital (this idea later became part of Title II of The JOBS Act).

Always mashing up diverse techniques Mark has created a new model to fund companies using seasoned security laws. In the future he will demonstrate this in real estate with a **Fan Financed Resort** where hundreds of fans fill multiple roles: users, social marketers, investor/owners.

Mark graduated with a business degree from the University of Denver in 1975 where he produced the **Solar Energy Conference** stimulating local adoption of renewable energy. Also during college he purchased, refurbished and resold older homes in downtown Denver. In 1976 he founded his first startup, **Applied Solar Systems, Inc** to install solar hot water on residential and commercial buildings. He resides near San Francisco where he hikes and ponders the meaning of life.

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