



D
CEO



**ADAM
ROMO**

CEO
EATZI'S MARKET & BAKERY

Retail and restaurant veteran Adam Romo, who served as Eatzi's CFO from 1996 to 1999, rejoined the company in 2011 and recently helped it establish an e-commerce platform. A native of Stuttgart, Germany, Romo believes he should "work harder than everyone else, always stay positive, be humble, and be patient, because life is a marathon."

EDUCATION: University of Texas at Austin (BBA)

WHO I ADMIRE: "My parents. They only had a high school education and continually told me, 'You are going to college.'"

FAVORITE THING: "My pieces of the Berlin Wall, which I extracted myself with a hammer."

FUN FACT: "I can quote lines from movies with the best of them."

TOUGHEST CHALLENGE: "Laying off hundreds of employees when the tech bubble busted."

SCARY MOMENT: "Doing the flying trapeze—which I successfully executed!"

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