VALOR WORLDWIDE ANNOUNCES ITS NEWLY APPOINTED BOARD OF DIRECTORS AND ADVISORY BOARD THAT INCLUDES LUMINARIES FROM MILITARY, SPORTS, ENTERTAINMENT AND ADVERTISING

LAKEWOOD and SEATTLE, WA – Data and media company Valor Worldwide, publishers of OurMilitary.com, announces their newly appointed Board of Directors and Advisory Board that include luminaries from the military, sports, entertainment and advertising industries.

Along with Valor Worldwide Chief Executive Officer Jeff Lanctot, Valor Worldwide’s Board of Directors will consist of Doug Baldwin, community leader and former NFL Pro Bowl receiver for the Seattle Seahawks, and Maggie Boyer Finch, a digital media pioneer that has led, advised and invested in several prominent Seattle start-ups.

Since retiring from the NFL this season, Baldwin continues to be active getting his Family First Community Center for the city of Renton off the ground. A Stanford graduate, Baldwin helped establish and currently serves as a board member for the Players Coalition — an NFL player led organization advocating for criminal justice and education reform. In 2018, Baldwin was named a finalist for the Muhammad Ali Sports Humanitarian award. Valor Worldwide’s “Profit with a Purpose” business model, which invests a portion of its revenue each quarter into programs directly benefitting Veterans and military families was one of the main reasons Baldwin wanted to join Valor Worldwide’s Board of Directors.

“I want to align myself with people and organizations that are pushing the boundaries of and redefining the term Return on Investment,” said Baldwin. “Valor Worldwide is focused on authentically turning profit into impact in a conscious and sustainable way. I am honored to stand with Valor in this mission.”

Boyer Finch has been involved in a number of successful Seattle-based start-ups. Early in her career she turned her attention from traditional to digital media, launching some of the nation’s first online media practices. While working alongside Lanctot at aQuantive, she served as their VP of Media and General Manager until its 2007 acquisition by Microsoft. After time as General Manager at Microsoft, Boyer Finch went on to found and run online entertainment company, King of the Web, a platform that discovered and elevated YouTube celebrities. Over the past decade, she has concentrated on investing in and advising several start-ups including Adometry, which was acquired by Google. She has served as Board Director for media technology company Mixpo and social giving site ActiveGiver, and is currently on the Board at Adxeed, Inc., a company that provides ad management tools to Amazon sellers.

“Valor is the perfect opportunity to work with a very meaningful company with one of the most seasoned startup executives in Seattle,” said Boyer Finch. “I’m looking forward to all the possibilities that will come with establishing this important platform for the military community.”

In addition to the Seattle-based Board of Directors, the Company has put together a prestigious national Advisory Board with a select group of individuals that have been recognized both for their incredible military service and for their commitment, success and achievements post duty. The Advisory Board includes:

- Nate Boyer, a former United States Army Green Beret and American football long snapper. After serving 10 years and three combat deployments for the Army in both Iraq and Afghanistan, Boyer played football at the University of Texas. He received several prestigious awards during his college career and was the first-ever recipient of the Armed Forces Merit Award presented by the Football Writers Association of America. In 2015, he was signed by the Seattle Seahawks. More recently, Boyer has been involved in multiple charitable causes including co-founding Merging Vets & Players (MVP), and Waterboys, which helps provide clean well water to
East African communities. Boyer also works in the film industry, with a special emphasis on telling the stories of Veterans.

• Kirstie Ennis, a former United States Marine Corps who has risen from insurmountable odds. After surviving a horrific helicopter crash while serving in Afghanistan that led to the eventual amputation of her left leg and a traumatic brain injury that affected her speech and comprehension for months, Ennis has gone on to become an accomplished mountain climber. She has taken on the daunting task of climbing each of the Seven Summits—the highest peak on each of the seven continents—to raise awareness and money for nonprofits that support education, opportunity, and healing in the outdoors. She was honored last month at the ESPY’s receiving the prestigious 2019 Pat Tillman Award and was recently named one of Glamour Magazine’s Women of the Year in Sports.

• Remi Adeleke, a former United States Navy SEAL that was born in western Africa. After his father’s untimely death, he and his mother and brother relocated permanently to the Bronx in New York City. After years of making regrettable decisions, Remi joined the Navy in 2002. Ending his successful naval career in 2016, he was led to pursue a career in writing, speaking, and acting. Remi holds a bachelor’s degree in organizational leadership and a master's degree in strategic leadership, both from the University of Charleston. He had a role in the 2017 movie “Transformers: The Last Night”, and this year authored his autobiography Transformed: A Navy SEAL’s Unlikely Journey from the Throne of Africa, to the Streets of the Bronx, to Defying All Odds.

“I could not be more pleased about the great team of Board members and advisors that we have supporting Valor’s mission,” said Lanctot. “Each of them is passionate, intelligent and inspiring in their own right, and I cannot wait to see the impact they will have as we work together to make OurMilitary.com the trusted resource for military families, and find new ways to help strengthen and support the military community.”

About Valor Worldwide

Valor Worldwide is a data and media company, and OurMilitary.com is the company’s first offering, a revolutionary new online resource that stems from years of experience redefining what it means for businesses and the military community to be connected. OurMilitary.com is the trusted resource for military families, providing a point of connection between prevalent military-related data and information, and countless resources and businesses that want to support the military community.

Valor Worldwide partners with businesses that want to reach the 50 million+ that comprise the U.S. military community. This population has an average household income of $60K, 37% higher discretionary income than the national average.

Valor Worldwide is headquartered in the Puget Sound region with offices in Lakewood (near Joint Base Lewis-McChord) and in Seattle’s metropolitan area.

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