



# JOIFUL

beauty and wellness  
at your service

**Chad Parker Law**  
**VP, Sales & Marketing**  
**Tatbeq LLC (JOIFUL)**

Chad Law is the beauty industry's executive rising star who began his career behind the chair as a hair stylist for Vidal Sassoon. His creativity, marketing and business background quickly led him on the path to joining the world of product manufacturing where he mainly focused on creating programs and products that benefited hairdressers and salons for companies like L'Oreal and Procter & Gamble. Chad then went on to consult as a brand curator and sales and marketing specialist for multiple privately held product companies looking to attract salons and consumers alike. His out-of-the-box ideas, sampling partnerships, and consumer driven outreach programs generated over 500 million dollars combined for his clients.

While consulting with major brands, Chad also coached many salons on basic business skills to lower costs, increase profitability, and pass the profits on to their Artists. His passion has always been helping beauty professionals at the grass roots level, empowering them to live the life they've always wanted.

Presented with the opportunity to change beauty as we know it, he joined JOIFUL in March, 2016 and is leading the company to launch in February 2017. His demands were simple before accepting the job:

1. Every dollar spent on consumer programs must be matched with Artist programs.
2. The artist comes first, nothing else.
3. We give the absolute maximum pay-out to Artists, putting people before profits.

His critical role as VP Sales and Marketing Director at JOIFUL extends far beyond his title as one of the first hires for the on demand beauty start-up. Today, he manages a team of 25 and is involved in everything from App functionality to Artist recruitment programs, in addition to P & L oversight and JOIFUL branded product development in the coming year. He brings industry knowledge to both sides of the equation – the Artist and the Client, and provides insights with experience and authority on both.