

SIXTH EDITION

PRO-FILES

MAGAZINE

DEBT BY DEGREE
A LOOK AT CLIMBING
TUITION RATES
IN THE U.S.


BITCOIN
IS IT THE CURRENCY
OF THE FUTURE?

5 HOT NEW GADGETS
FOR THE TECHIE IN YOU



David Janow

BRINGING HEALTH-CONSCIOUS FOODS TO MARKET



The nutritional value of whole-grain brown rice is no mystery. People have been using it as a source of protein for thousands of years. However, recent studies have shown that rice protein, long thought inferior to whey protein, is just as effective in helping athletes decrease fat mass and build muscles. For his part, David Janow has been saying about as much for over a decade. These new scientific findings only further reaffirm the importance of what he and his colleagues at Axiom Foods have been doing since 2005.

Educated at Fordham University, the Pace University School of Law and Lubin School of Business, and the University of Miami, Mr. Janow holds a Master of Laws, a Juris Doctor, an MBA in international securities and finance, and a B.S. in biology and psychology. After starting his career as an associate with law firms Cadwalader, Wickersham & Taft LLP and Thelen Reid Brown Raysman & Steiner, he signed on as vice president of the family business, Citadel International Corporation. The two years and six months he spent with this boutique chemicals sourcing company would have a lasting impact on both David and his field, as the rice ingredient manufacturing standards he developed and implemented during this time are still followed today. Further, it was during this time that David began to focus his research on the untapped potential of whole-grain brown rice.

Since launching Axiom Foods in January 2005, David and his partners have utilized this healthy ingredient in numerous applications, including allergen-free foods, beverages, baked goods, confections, dietetics, gluten-free foods, baby food, nutraceuticals, sports nutrition and vegan foods. With the subsequent openings of Growing Naturals in January 2010 and Simply Rice in January 2012, additional lifestyle products from organic rice drinks to rice cakes have hit the market, providing health-conscious consumers with a wide and growing range of alternative protein sources.



David J. Janow

CEO and President, Axiom Foods, Inc.

Owner, 4 and 1 Nutrition, Growing Naturals,
Simply Rice
Los Angeles, CA

What attracted you to your industry?

The thought that I had something that might really help people in the long term.

Which is most important to your organization — mission, core values or vision, and why?

Mission and vision because you have to have vision, and then you put the mission to the vision. You have to have a vision in order to have a mission because you have to be able to think outside the box. Everybody can think inside the box, but in order to really expand on the vision you've got to think outside that box, and that's the hard part. You have to understand that box first.

Aside from your professional development, have you set any personal goals for yourself?

I want to be the best I can be at what I do. If it's making a mark in the industry, then that's what I have to do. If it's doing something else, then sure, I can do that too. The hardest thing for me is balancing work and family.

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