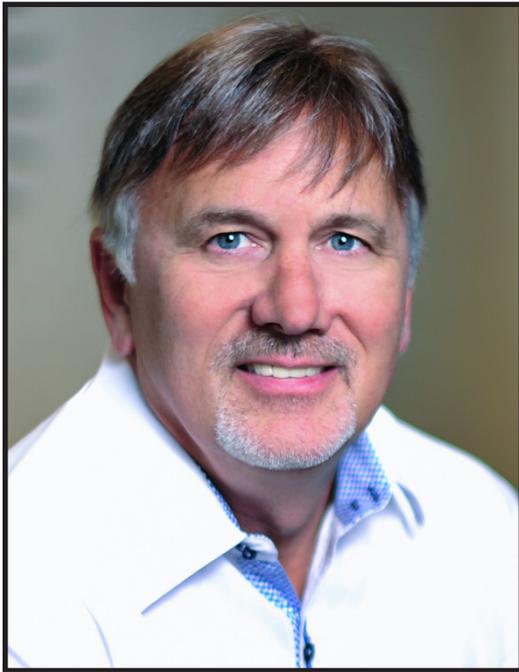


Excellence in **ENTREPRENEURSHIP** Awards



2018 KEYNOTE SPEAKER

Don DiCostanzo

Co-Founder & CEO, Pedego Electric Bicycles



Fun, Friends and Family

When Don DiCostanzo first meets people, he often asks, "Are you looking for fun, or are you looking for trouble?" If the answer is "trouble," he replies, "We're all out of that, but we have plenty of fun!" This one exchange sums up a lot about Don's fun-loving personality. While he's an experienced and savvy businessman, he is also a happy family man whose lifelong friendship with partner, Terry Sherry, led to the creation of Pedego — where the motto is, "Hello, Fun!"

A Love of Cycling

After 30 years in the automotive world, Don started an electric bicycle shop in Newport Beach, California. This was a labor of love. Over time, he developed an interest in electric cycling and tried to find quality electric bikes for his bicycle shop. His frustration with existing suppliers led him to contact his friend and future Pedego partner Terry Sherry and make plans for Pedego. In 2008, the two men co-founded Pedego Electric Bikes, where quality, innovation and customer service are among the top core values of the company.

"Pedego fuses the best in bicycle components with evolving electric technologies to create best-in-class electric bikes," he explains. "As we look at how trends are evolving, styles and colors are playing an increasingly important role in the electric bike category. We are establishing Pedego as the best brand of electric bikes throughout the world by combining quality, service and style into awesome electric bicycles."

Today, Don rides regularly with other Pedego riders, friends, family and co-workers. He enjoys visiting Pedego-branded stores around the world and taking part in group rides with the local Pedego owners. As a regular rider, Don can personally attest to the quality and style of all Pedego electric bikes. As the CEO of Pedego, he makes quality, innovation and customer service happen every day. And he makes good on his company's goals to delight Pedego customers and assist Pedego dealers to be successful.

A Big Wheel in the Business World

Prior to founding Pedego, Don spent 20+ years at Wynn's, rising to become President of the global leader of innovative products and programs for the automotive industry. When Wynn's was acquired by Parker Hannifin in 2000, he took over as Group President of Parker Hannifin providing strong leadership in a dynamic marketplace. This proved an exceptional foundation for his entrepreneurial ventures that followed.

Don went on to build several of his own successful companies. Starting in 2002, he acquired Zak Products along with a financial partner. The company owned and operated 40 car washes and distributed chemicals and automotive service equipment to franchised car dealerships from Florida to California. During that time, he also co-founded Prism Automotive, a very successful trade magazine publishing company, and is the first angel investor in TicketSocket. More recently, he founded Bringpro, an "Uber" style on-demand pickup and delivery service for larger items.