

G TOM GOOS

SENIOR VICE
PRESIDENT AND
CHIEF OPERATING
OFFICER

Image Source
Inc. & Branded
Solutions by
Edgar Martinez

Although Tom has never been to Italy, he has a great passion for Italian cars and bicycles.

He has around 30 of these miniature cars at home and at his office. This one, a Ferrari GTB F355, is a car of which he actually owns a full-size version. He tries to drive it once a week. The rest of the week he has a Porsche, Mercedes and Range Rover to choose from.

Word that best describes you:
DRIVEN



Tom Goos thinks big.

His primary job is senior vice president and chief operating officer of Image Source Inc., which sells branded merchandise. He holds the same post with Branded Solutions by Edgar Martinez, a division that offers sports marketing products and athlete representation.

But Goos, 36, also co-owns and operates five real estate investment companies, and recently started a high-end auto brokerage. The Kirkland resident spent six years on the board of United Way of Snohomish County, and is a trustee of the University of Washington Bothell Center for Student Entrepreneurship. He also served two terms as president of the Northwest Promotional Marketing Association.

"He's a conservative guy in some fashion. He's not a big risk-taker. But I don't think that he sees limits for anything," said Jason Therrell, a vice president and financial adviser at Merrill Lynch who also is a business partner and was best man at Goos' wedding. "He is always trying to improve himself: learning things, taking classes, trying to push himself physically."

After his 12-hour workdays, Goos somehow finds time for golf, scuba diving, biking, running and swimming.

Goos worked for several branded merchandise companies early in his career. His own 11-year-old company grossed \$9.7 million last year and acquired the entire building it occupies, having expanded to 22 people. Though the Kirkland-based company is still small, Goos aims to eventually make the business one of the top 50 in the business sector nationwide.

Revenue isn't everything. Goos was willing to fire a major client that was draining too many resources and was tough to work with.

"The key takeaway I learned is that we as a company must align ourselves with customers that fit our culture and business personality," he said.

Goos also has learned that he can't do it all alone.

"When we were a very small company, you have to do everything. As you grow and your roles become more defined and you bring people on board, you realize you may be adequate in some areas, but your key characteristics are not as strong in some areas," he said.

He credits business partner Brian Haner with being the visionary of the team. Others have stronger marketing skills. Goos himself manages the staff, key accounts and the supply chain.

"One of the keys to the success of the company, and me in my entire life, is putting the right people on the bus, building a team of strong people, surrounding yourself with people who are smarter than you in key areas," he said.

Now Goos has a new project on his hands. This summer he and his wife, Linda, had their first child.

HOMETOWN: Seattle

FAMILY STATUS: Married

STRESS RELIEVER: Cycling and running

MOST EMBARRASSING CD YOU OWN: Celine Dion — and I listen to it!

WHEELS: A Range Rover, Ferrari and Porsche

PROFESSION OTHER THAN YOUR OWN YOU'D LIKE TO TRY: NASCAR driver

GUILTY PLEASURE: Marzipan

PASSIONATE CAUSE: Children's issues and initiatives