

**CARLOS G. GUZMAN, B.B.A. '84**

President-Elect  
President and Chief Operating Officer,  
ATM Global Brands

Carlos Guzman is president, chief operating officer, and franchisor of a private equity-backed national franchising company in multiple industries in the health, wellness, fast-casual dining, and home improvement spaces.

Guzman is passionate about and renowned for creating winning teams and high-performance culture, with a vast and sustained track record of creating shareholder value. He possesses extensive experience as chief

executive officer, chief operating officer, chief marketing officer, and president, having led both publicly traded and private equity-backed companies in numerous sectors. As the host of a nationally syndicated radio show produced by Cumulus Media branded "The American Dream Show," Guzman focuses on becoming your own boss, being self-employed, how to franchise, and building your own business.

Guzman is a proud graduate of the University of Miami and the Harvard Business School M.B.A. program. He is president-elect of the Citizens Board and will serve on the Board of Trustees starting in 2021 for a three-year term.

**PROFESSIONAL BACKGROUND**

President and chief operating officer of multiple national franchise brands owned by private equity group holding company based in Detroit, May 2016-present.

Executive vice president and chief marketing officer of República, a mid-sized cross-cultural digital, communications, and advertising agency headquartered in Miami, March 2013-April 2016.

President of Florida market division of Harte-Hanks, Inc., January 1994-February 2013; executive vice president of California market division, July 1988-January 1994.