



WILDCHILD NATION LLC
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Company Biographies

Traci Copeland – Co-Founder / Managing Member

A graduate of Georgetown University, Traci made her way to New York's corporate world and began her career. Soon growing and developing in her other passion, dance, she left the office to pursue it full-time, dancing for major artists such as Jay-Z, Beyonce, and the Black-Eyed Peas. Traci finally began her foray into the fashion world working as a showroom model for American Eagle Outfitters and retail jobs at J.Crew and Urban Outfitters, also catalyzing the birth of Wildchild Nation with best friend and dance-mate Luam. Momentarily putting her fashion dreams on hold, she applied her degree in Marketing to work at Premiere Radio Networks, a subsidiary of Clear Channel. Finally in 2006, she and Luam organized and put into action their dream and visions in the fashion industry, bringing on friend and business partner Marc David to officially launch Wildchild Nation.

Luam – Co-Founder / Managing Member

Luam graduated with a degree in Neuroscience from University of Pennsylvania and began working in media and technology at Time Inc in New York. She explored both her creative and technical background in the Advanced Technology Group while taking advantage of the NY scene to pursue her love of dance. Eventually her passion and success as a dancer and choreographer grew and she left Time to follow it to shows, stages, and TV around the globe as one of the premier breakout choreographers in dance & entertainment. Having worked with the top performers in the industry, she maintains an extensive international following and is requested all over the world. Her fashion-forward concepts and connections with top stylists and artists in the music industry were part of the motivation to start Wildchild Nation with Traci several years ago. After further developing her interests in fashion and connecting with the right partner and motivator to forming the company, Marc David, she and Traci finally made their Wildchild dreams a reality.

Marc David – Co-Founder / Managing Member

A serial entrepreneur, Wildchild Nation is the fourth start-up in which Marc David has been involved. Originally meeting Traci while earning a degree in Psychology from Georgetown University, Marc graduated and worked for both National Geographic Television and Discovery Communications. He left Discovery to pursue online technology and was the VP of operations and a founding member of EZArchive, an online personal media management platform. Later, he co-founded the travel Website: Earth Travel Reviews. After moving to Manhattan in early 2006, Marc reconnected with longtime friends Traci and Luam to leverage his fashion network and start-up background to found Wildchild Nation. Lending his expertise in various technical, creative, and managerial fields, Marc collaborated with Luam and Traci and created Wildchild Nation, LLC.