



Chadwick Boyd

Brand Director/Partner, Trailblazing Productions

Brand Strategist, National Media Consultant, Producer, Food & Lifestyle Contributor

Chadwick Boyd is an accomplished brand strategist, national media consultant, producer and entrepreneur. For 17 years, Chadwick has created and managed brand strategies, products and marketing campaigns for some of the most respected food and entertainment brands and experts. Together with Craig McMahon and Marvin Woods, Trailblazing Productions is a strong, valuable, and creative resource for its clients.

Chadwick has led national partnerships with Academy® Award-nominated Sigourney Weaver, the Dian Fossey Gorilla Fund, Peter Jackson's Academy, Award-winning KING KONG and Universal Studios, as well as the Lili Claire Foundation for its annual \$1+ million celebrity fundraiser hosted by Friends star Matthew Perry. He also has initiated and managed programs for Mission Foods; The Atlanta Hawks & Thrashers; DuPont; Stouffer's; Weber-Stephen Products Co.; Gap; Target; Random House; Simon Malls; Food Network: Animal Planet and Discovery. Additionally, he has managed and counseled California Pizza Kitchen, Bella Cucina, Panera Bread, Popeyes, Seattle's Best Coffee, The Athlete's Foot, QVC, Inc. and Marriott Hotels, among many others.

Among the lifestyle experts Chadwick has developed brand programs for include: Marvin Woods, Emmy Award-nominated host of TurnerSouth's Home Plate and author of Home Plate Cooking and The New Low-Country Cooking; Jennifer Bushman, author of Kitchen Coach: Weeknight Cooking, Kitchen Coach: Weekend Cooking, and Kitchen Coach: Family Meals; Martha Stewart's Darcy Miller; Sara Foster, author of The Foster's Market Cookbook, Fresh Every Day and Sara Foster's Casual Cooking; and Food Network star Tyler Florence, author of best-seller Tyler Florence's Real Kitchen, Eat this Book and Tyler's Ultimate. Chadwick also has worked with TLC Trading Spaces star Doug Wilson to launch his debut book, Doug's Rooms; Peter Reinhart, author of the James Beard Award Foundation's Cookbook of the Year The Bread Baker's Apprentice, Crust & Crumb and American Pie; Carolyn O'Neil, author of The Dish on Eating Healthy and Being Fabulous; and Bob & Melinda Blanchard, authors of A Trip to the Beach, At Blanchard's Table, Cook What You Love, and Live What You Love. In addition, Chadwick helped develop the Panera Bread Cookbook.

Chadwick is the food & lifestyle contributor to *Join Us at the Table*, a new culinary lifestyle Web radio show with *Miami Herald* food columnists, Nancy Ancrum and Robbie Bell. He also is the food contributor to *Atlanta Citysearch* and has contributed to the just released book, *Fabjobs Guide to How to Open a Gourmet Food Store*. Chadwick has been featured in the *Miami Herald*, *Atlanta Journal-Constitution* and on Fox and NBC News. He also is the Brand & Culinary Ambassador for the Florida Winefest and was named one of Georgia's Best & Brightest in Business 40 Under 40 for 2008.

Chadwick puts his 10+ years of celebrity chef training to great use. You will often find him combing through produce bins at Whole Foods and local farmer's markets and cooking up lovely & delicious dishes in the kitchen for family and friends. Chadwick's passport is on-hand at all times, and he is known to hop on a jet bound for far-off places like Amsterdam, Anguilla or Delaware.