



January 2012

**UNDERCOVER BOSS**



UNDERCOVER BOSS is a two-time Emmy-nominated reality series that follows high-level corporate executives as they slip anonymously into the rank-and-file of their own companies. Each week, a different executive will leave the comfort of their corner office for an undercover mission to examine the inner workings of their corporation.

The third season of UNDERCOVER BOSS premieres Sunday, Jan. 15, 2012 on the CBS Television Network

ON AIR: Sundays (8:00-9:00 PM, ET/PT)

ORIGINAL PREMIERE  
DATE: Feb. 7, 2010

CREATED BY: Stephen Lambert

PRODUCED BY: Studio Lambert

EXECUTIVE  
PRODUCERS: Stephen Lambert, Eli Holzman, Chris Carlson

Photos are available on [www.cbspressexpress.com](http://www.cbspressexpress.com)

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**STEPHEN J. CLOOBECK**  
**("Boss" of Diamond Resorts International, UNDERCOVER BOSS)**

Stephen J. Cloobek is the Chairman and Chief Executive Officer of Diamond Resorts Corporation and its subsidiaries and trade names, including Diamond Resorts International – a hospitality brand providing service excellence through The Meaning of Yes. Cloobek has more than 25 years of experience in development, construction, management, operations, marketing and sales of real estate properties, including vacation ownership resorts, hotels, retail shopping centers and office and apartment buildings.

In April 2007, Cloobek acquired the publicly-traded Sunterra Corporation and transformed the company into the privately-held Diamond Resorts International brand. Diamond Resorts International has more than 200 branded and affiliated resorts and more than 27,000 guest beds in 28 countries with destinations throughout the continental United States and Hawaii, Canada, Mexico, the Caribbean, Europe, Asia, Australia and Africa. Offering simplicity, choice and comfort to more than 418,000 owners and members through the branded hospitality service of approximately 5,000

team members worldwide, Cloobek is widely recognized as one of the most innovative, successful and accomplished entrepreneurs in the global vacation ownership industry. Annually, nearly 1.4 million owners, members and guests enjoy the Diamond Resorts International branded hospitality experience.

Cloobek remains committed to building the vacation ownership and timeshare industry. He serves as a Trustee of the American Resort Development Association (ARDA) and sits as a director on the ARDA board. Active in a wide range of community and philanthropic affairs on the local, state and national levels, Cloobek was appointed by U.S. Commerce Secretary Gary Locke to serve on the government-formed Brand USA Inc., a nonprofit corporation that promotes travel to the United States and communicates and improves the entry process so that visitors want to return. He was subsequently elected Chairman of the Board of Brand USA Inc., a position he currently holds.

Cloobek served on the board of directors for Nevada Cancer Institute from 2003-2009, and served as Chairman of the Board from 2009-10. Additionally, Brandeis University instituted the Stephen J. Cloobek '83 Endowed Fellowship at the Brandeis University International Business School.

Working with many charities and civic organizations, including the Prostate Cancer Foundation, KidsCharities.org, the Police Athletic League, Boy Scouts of America, Inner City Games, Alzheimer's Association, Andre Agassi Charitable Foundation, Autism Speaks and more, Cloobek is also a founder of the Brent Shapiro Foundation for Drug Awareness. Cloobek has also been involved with many conservation efforts in the Las Vegas area including the fight against the federal proposal to site a high-level nuclear waste repository at Yucca Mountain (90 miles northwest of Las Vegas). Appointed by the late former Nevada Governor, Kenny C. Guinn, to the Standing Committee on Judicial Ethics and Election Practices in 2004, Cloobek concluded his service in August 2007. The Standing Committee was created to resolve ethical disputes that may arise over the course of campaigns for judicial office and to provide judges and aspirants to judicial office advisory opinions regarding ethical matters that may arise in the ordinary course of judicial service or in the elective or appointment process.

Cloobek received a degree in psychobiology from Brandeis University in 1983. He resides in Las Vegas, Nev.

## **DINA DWYER-OWENS** **("Boss" of The Dwyer Group, UNDERCOVER BOSS)**

Since 2007, Dina Dwyer-Owens has served as Chairwoman and Chief Executive Officer of The Dwyer Group, the holding company for home improvement and repair brands including Aire Serv, Glass Doctor, Mr. Appliance, Mr. Electric, Mr. Rooter, Rainbow International and The Grounds Guys.

She is a certified franchise executive with more than 30 years of industry experience. In 1999, the Board of Directors at The Dwyer Group appointed her to President and CEO.

Dwyer-Owens was the 2010 chair of the International Franchise Association (IFA). In her role, she testified on behalf of small business owners before the United States House of Representatives Committee on Small Business, was a guest speaker to the China Franchise Expo in Beijing and shared the stage with President George W. Bush at the 2010 Annual Convention for the IFA, among her more traditional duties.

Dwyer-Owens spearheaded the reintroduction of the IFA's VetFran program in 2001, which now includes some 428 franchisors that offer franchising financial incentives to veterans of the U.S. Armed Forces. To date, more than 2,100 military veterans now own a franchise through the VetFran program, and The Dwyer Group has awarded more than \$1.2 million in financial discounts to VetFran franchisees within its own system. In 2002, the IFA awarded Dina the Bonny LeVine Award, the IFA's highest award for women who mentor other women and advance the careers of women in franchising.

In 2005, Dwyer-Owens launched the Live R.I.C.H. (Respect, Integrity, Customer focus and Having fun in the process) campaign to promote the company's Code of Values and to instill the corporate culture to a growing company. She also released her book, "Live R.I.C.H.: How to Build Success in Your Company and Your Life with a Proven Code of Values."

She is married to Mike Owens and they have two children. They live in Waco, Tex.

**MARK KING**  
**("Boss" of TaylorMade Golf Company, UNDERCOVER BOSS)**

Mark King is CEO, TaylorMade-adidas Golf. He has spent virtually his entire career with the same organization, starting as a salesman in 1980 when TaylorMade was a three-employee start-up and its lone product, the metalwood, was considered an oddity at worst and a fad at best. As the years passed he was elevated into sales and marketing management, then to President, and then CEO. TaylorMade-adidas Golf evolved from its base in an abandoned TV assembly plant in McHenry, Ill. to a tri-branded global powerhouse with leading products in every category: drivers, fairway woods, hybrids, irons, putters, balls, footwear, apparel and outerwear.

The 30 years King has spent immersed in his industry have given him an incomparable understanding of his customers and his consumers. As CEO during the past decade, he oversaw a steady surge in sales, from \$300 million to \$1.4 billion, despite a frequently challenging economy and a slow-growing industry.

King admits to owing a portion of his success to his passion for the game. Currently a two-handicap, he took up golf in grammar school, and his understanding of all facets of the sport have been instrumental to his ability to influence and gain the respect of key industry members, including the myriad professional golfers who have chosen to play and wear products by TaylorMade, adidas Golf and Ashworth.

King has been honored as the golf industry's Executive of the Year, has been consistently named one of the 10 most powerful people in golf and has served as chairman of the National Golf Foundation. He has appeared on the television show "The Apprentice" as a business role model, and serves on the Board of Directors of his alma mater, the University of Wisconsin-Green Bay. He also serves on the board of the V Foundation and the board of Solutions for Change, a San Diego-based non-profit organization dedicated to helping solve family homelessness.

King resides in San Diego County and has two daughters, Alison and Lauren.

**RICK TIGNER**  
**("Boss" of Kendall-Jackson Wine Estates, UNDERCOVER BOSS)**

Rick Tigner serves as the President of Jackson Family Enterprises, the parent company of Kendall-Jackson Winery. In this role he is responsible for leading and building the global sales, marketing, communications and production organizations as well as the administrative functions of this family business founded by wine icon Jess Jackson.

Tigner has been involved in the beverage alcohol industry for 24 years. He worked at Miller Brewing Company, Gallo and Louis M. Martini prior to joining Kendall-Jackson as the Western Division Manager in 1991. He rapidly advanced through two additional Kendall-Jackson divisions as Division Manager followed by National Programming and Pricing Manager in 1995. In 1996, he was appointed Vice President and General Manager of Regal Wine Company, where he remained until 1998. He was then appointed Senior Vice President of Sales and Distribution for Kendall-Jackson Wine Estates, Ltd. In June of 2001, he was promoted to Executive Vice President, Sales & Distribution, followed by another promotion to Executive Vice President, Sales, overseeing worldwide sales. His most recent promotion was to President of Jackson Family Distribution.

Tigner was raised in Modesto, Calif., in the heart of the Central Valley grape-growing region, and earned his Bachelor of Science degree in Business Administration from San Diego State University. He lives in Santa Rosa, Calif. with his wife, Wendy, and is the father of three children, Richard, Lisa and Becky.

**STEPHEN LAMBERT**  
**(Creator/Executive Producer, UNDERCOVER BOSS)**

Stephen Lambert is the CEO of Studio Lambert, an independent production company based in Los Angeles and London. His programs have won many international awards, including more than half a dozen BAFTA awards, the Rose D'Or of Montreaux and an International Emmy. In 2010, The Huffington Post selected Lambert as one its "Game Changers," described by the site as "100 innovators, mavericks, visionaries, and leaders who are changing the way we look at the world and the way we live in it."

Studio Lambert was founded in 2008 and produces a wide range of non-scripted shows for US and UK networks.

Prior to setting up Studio Lambert, Lambert was the creative leader of the RDF Media Group for nine years. At RDF, he created and executive produced many international hit formats, including "Wife Swap," "The Secret Millionaire," "Faking It" and "Perfect Match." Lambert began his career in 1983 as a BBC documentary-maker producing and directing documentary films all over the world, before he became an executive producer of many BBC documentary series.

He lives in London with his wife and their two children.