

## Paul J. Shrater

*Minimus Co-Founder & Executive Vice President*



Entrepreneur Paul Shrater co-founded Minimus.biz, the consumer products e-commerce startup in 2004. Since then, while continuing to grow the business, he has appeared on such networks as CNBC and been quoted in such publications as Forbes and USA Today.

At first the sole employee of the startup, Shrater navigated it through its growth stages and built the various departments of marketing, sales, purchasing, operations, administration, accounting, and special projects.

Outside of Minimus, Shrater has consulted to solar energy company, MacroEnergy, authored the business plan for and continues to be an equity holder in media mogul Quincy Jones' now dormant film financing and soundtrack venture. He has also consulted to, and authored business plans for,

several other film-finance related startup ventures including CenterGroup, LLC and MoviesExchange, Inc.

A graduate of the University of Pennsylvania's acclaimed Wharton School; Shrater received a Bachelor of Science in Economics with a concentration in Entrepreneurial Management. Shrater has spoken at several conferences and guest lectured at universities on topics such as film finance, marketing, intellectual property, and screenwriting. Through Minimus, he regularly shares his expert knowledge in the field of travel sizes and is quoted in numerous media outlets.

In addition to his career as an entrepreneur, Paul Shrater has worked as a producer and writer for both film and television. As a film producer, Shrater founded Cornucopia Pictures in 1998, and prior to founding Cornucopia Pictures, Shrater was the head of production and development for Oscar-winning writer/producer Barry Morrow ("Rain Man") and producer Richard Heus, who together have produced over twenty films, MOWs, and series, through their deal at TriStar and Columbia-TriStar Television.

## Harriet Shrater

*Minimus Co-Founder & Chief Executive Officer*



Harriet Shrater is the founder and CEO of Minimus, the leader in all things travel-sized and individual-sized. Since its startup in 2004, Harriet and Minimus have featured by media such as Global EXECWomen, The Wall Street Journal, and Entrepreneur.com.

Before she became an entrepreneur, Harriet worked in the field of education, starting out as a high school art teacher.

After taking some time off to raise her children, Harriet returned to education in a different capacity, one in which she gained invaluable experience in business and workforce management. Specializing in job development and employment, she spent the next 10 years as a counselor through Conejo Youth Employment Service. She followed this with positions at Moorpark College Career Center and with a State of California's government grant program that focused on career exploration, job skills, and opportunities

for special education high school students.

An alumna of the University of Massachusetts at Amherst, Harriet earned her Bachelors degree in Psychology, graduating with honors. Since then, she has continued her education through seminars and other courses in the field of business management.

In addition to her professional career, Harriet has always been active as a volunteer. She has volunteered in her childrens' schools as a Room Mother, Art Docent, and served on the board of the several PTAs.

She spent more than 30 years volunteering with the Girl Scouts of the United States of America as a Troop Leader in several Girl Scout Councils. In addition, she held a wide variety of other positions, ultimately becoming a nationally certified Instructor of Trainers. The Girl Scouts' honored the work that Harriet did by presenting her with their highest award for volunteers – the Thanks Badge II. Some of Harriet's other experience has included volunteering with the Women's League where she served on the governing board.