



Sony Mordechai

Chairman & CEO of Global Eye Investments

www.globaleyeminvestments.com

www.AmberForest.ro

www.ambergardens.ro

www.imperiacaviar.com

www.xprize.org

www.alesonor.com

www.cosmosmobile.ro

www.sportcouture.ro

www.Vgeneration.ro

“Executive BIO”

Sony mordechai is a parallel entrepreneur, investor and philanthropist committed in making people and organizations thrive. As a Global citizen, Greek National and

USA resident Sony is committed in using business as a lever for doing good to the world.

In 2007 he was featured at the cover of Forbes (Europe) after turning around a failing consumer business to the largest sport and fashion retailer in the region. Responsible for the success of multiple businesses in the Real Estate, Luxury and Wellness space he has collaborated with few of the top worldwide brands such as Burberry, Calvin Klein, Technogym, Ralph Laurent, Nike, Vans etc to name a few.

Although most of his interest is around optimizing the performance of established businesses and bringing together dream teams, he has also done several Venture Investments in reputable companies such as Singularity University, Magic Leap, Nearpod, Yaypay, Humatelligence etc to name a few.

Many of the companies he co-founded and still owns are among the fastest growing or largest ones in their respective industries and markets. A pure visionaire and realist who understands that the success or failure of any venture will depend heavily on timing as well as a complimentary Dream Team that is needed to get the job done.

In his 20 years as a serial entrepreneur the companies he created have accumulated hundreds of millions of revenues offering different consumer products or services, while having built and sold millions of square feet of real estate in different parts of the world.

→ (More recently one of his projects, AMBER FOREST (AmberForest.ro), has achieved LEED COMMUNITY PLATINUM Pre-Certification making the 1st in Romania and 4th in Europe achieving such recognition. The project is a 700 home community stretched across 330.000 square meters that includes a school, Wellness Center, Co-working Space, 5 restaurants etc. This new superb has been designed with community, sustainable living, innovation & Wellness at its core. The project has been 93% pre-sold and expect full completion within the next 3 years)

Restless in nature and fearless to try new things he has built a truly global network as a member or alumni of a number of growing communities, networks and executive education programs such a YPO, Singularity University, Tiger21, Vistage, Harvard Business School, Abundance360, Exponential Leaders Organization, Platinum Partners (Tony Robbins), Virgin Galactic to name a few.

As a philanthropist that believes at impact in scale, he has served for five years on the Innovation Board of X-Prize and has also donated over half million dollars to several nonprofits such as TED, Virgin Unite, The Tony Robbins foundation, Wikipedia foundation etc.

One of the early owners of a Virgin Galactic ticket to space and quoted by Richard Branson as the first Romanian / Greek to have bought a ticket he is in the forefront of space tourism.

Unlike many of his successful friends who have established wine clubs and vineyards, Sony has decided to take his passion for Caviar and create IMPERIA CAVIAR & TheCaviarClub.com as the first true club of its nature to truly offer the opportunity to people from around the globe to experience and benefit from some of the world's best caviars at a fraction of retail prices.

Sony was first exposed in Crypto in 2013 and he has been a big advocate from the start. In 2021 he established two initiatives; "Digital Property Group" and "Human Dignity Group" and has supported Web3 initiatives in a number of domains such as Real Estate, Consumer Goods and Services & charity.

The Mission is to accelerate the development of a better world; we build and support global initiatives that positively impact the world at scale.

His Mantra is that we are all one and that no being should be left behind. It's time we all step up our game and unite to build a world of abundance and happiness for all.

Together we can.

"Business BIO – Fast Facts"

→ Sony Mordechai is the Chairman and CEO of Global Eye Investments Group. GEI is a private investment group with a wide range of activities ranging from telephone distribution, Fitness equipment distribution, Fashion Retail (Burberry, Adidas etc), Caviar Distribution, Real Estate Developments, executive search etc GEI has investments in US, Romania and Greece.

→ He is also an innovation board member and special advisor to the X-Prize foundation.

→ He holds a Banking & International finance degree from City University (Cass Business school) of London, UK.

→ He is completing a 9 year executive program at Harvard Business School in one of the oldest and most sought after HBS programs designed exclusively for CEOs.

→ Sony resides full time in Los Angeles although he is widely known in Romania for his contribution in retail.

→ He first brought in Romania Nike sport clothes and developed the largest sport and Fashion Company in the country. He successfully sold the company he co-founded just before the global crisis of 2008 but re-entered the industry in 2010.

→ He has co-developed several real estate projects in excess of 150.000 square meters.

→ He is a people driven entrepreneur that believes in putting "People First"

→ A value driven investor inspired by the Warren Buffet way of investing. He first invested in the Capital market at the age of 13. By the age of 18 he had a 7X return to his portfolio.

→ He is a Singularity University EP&GSP graduate student and he has a passion for innovation and technology. In 2014 he co-founded the YPO singularity university course for YPOs.

→ In 2016 he co-founded three USA based companies in the Real estate, Venture Capital & executive search spaces.

→ In 2018 he founded IMPERIA CAVIAR, which is a USA based caviar business whose goal is to reposition caviar as an everyday superfood while making it accessible for all to enjoy.

→ In 2022 he founded “Digital Property Group” and “Human Dignity group” whose mission is to accelerate the development of a better world by building supporting global initiatives that positively impact the world at scale.

→ In 2023 his Wellness Community “AMBER FOREST” has been recognized as one of the top sustainability projects in Romania & Europe while putting wellness, community and innovation at the core of their community.

→ in 2023 he organized the global livestream of A360 yearly available to more than 30.000 CEOs controlling trillions of dollars in business.

→ He has spearheaded the creation of several WHATSAPP communities around exponential tech, longevity & Wellness.

→ His passion and understanding of exponential technologies, transformational leadership, Value investing and Wellness in action are the foundation of everything he does.

→ He whole heartily believes that doing good and doing well go hand to hand and that we ought to help each other built a better planet and live a life worth dying for, all together we can!