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## Kanbrick Announces Participants for Spring 2022 Build with Kanbrick Cohort

*Building on momentum from first two cohorts and over 100 applicants*

CHICAGO--Kanbrick, the long-term investment partnership co-founded by Tracy Britt Cool and Brian Humphrey, today announced the spring 2022 Build with Kanbrick cohort. Five companies were selected to take part in the free program designed to help midsize companies accelerate long-term growth.

During the three-month program, participants will meet with the Kanbrick leadership team and guest experts for 1:1 and collaborative group sessions. The program begins with a business system diagnostic to assess key opportunities and create a plan to drive lasting value. Participants also have access to exclusive templates, tools, and resources to help them grow their businesses.

The Build with Kanbrick program is rooted in the Kanbrick Business System, the value creation playbook Britt Cool and Humphrey developed through years of building and growing great companies.

“We are excited to build on the momentum from our first two cohorts of Build with Kanbrick, and we are pleased to announce our third cohort to support midsize businesses,” said Britt Cool. “We have received over 100 applications for our first three cohorts, and we look forward to working closely with the spring 2022 Build with Kanbrick cohort participants to help create lasting value and growth.”

The companies and leaders participating in the spring 2022 Build with Kanbrick program are:

[BIGGBY Coffee](#) – East Lansing, MI

President: John Gilkey

BIGGBY Coffee is a franchisor of coffee shops that delivers on its promise to be a friendly coffee community. Through BIGGBY's 250+ stores, franchisee owner-operators sell coffee, tea, and baked goods directly to their local community.

# KANBRICK

## [Evoke Medical Care](#) – Denver, CO

Co-Founder & CEO: Daniel Sturman

Evoke Medical Care is a health technology company focused on optimizing and revolutionizing remote monitoring in the cardiac care space. Evoke leverages expertise, best in class personnel and processes, and proprietary software and algorithms to bring an indispensable value-add to hospitals and medical practices.

## [Rep Fitness](#) – Denver, CO

CEO: Justin Hu

Rep Fitness is a supplier of premium home and commercial gym equipment and products. Rep offers a variety of power racks, benches, dumbbells, barbells, and related accessories, and strives to enrich lives through a shared passion for fitness.

## [Solberg Manufacturing](#) – Chicago, IL

Managing Director & Leadership Board Member: Sarah Solberg

Solberg Manufacturing engineers, manufactures, and delivers filtration solutions that protect mission critical equipment in the most challenging applications and environments. For more than 50 years, Solberg has embraced industrial innovation while advocating for environmental and social responsibility.

## [TotalCare Walk-In Clinic](#) – Los Angeles, CA

Managing Director: Lynn Wang

TotalCare is a medical practice that helps over 20,000 patients a year through its seven locations in four counties in Southern California. TotalCare strives to help patients achieve greater physical and psychological well-being by providing the highest quality care in a warm, welcoming environment.

Alumni of the spring and fall 2021 cohorts include family- and founder-owned companies: American Fence Company (AZ), American Hip Institute (IL), Chirp (UT), Cotopaxi (UT), Martori Farms (AZ), NeoLife

# KANBRICK

(CA), SET Environmental (IL), Three Ships (NC), Truck Centers (IL), and Woodbine Manufacturing (IA).

Program alumni continue to have access to exclusive content, events, and the Kanbrick Community for networking with other executives.

For more information about Build with Kanbrick, or to sign up for updates about the program, visit

[Kanbrick.com/Build](https://kanbrick.com/Build).

## **About Kanbrick**

Kanbrick is a long-term investment partnership founded by Tracy Britt Cool and Brian Humphrey based in Chicago, Illinois. Kanbrick is focused on buying, building, and growing great businesses for the long term. Kanbrick partners closely with owners and executives, taking a hands-on approach to empower people and companies to reach their full potential. Kanbrick is known for its commitment of supporting founder-led and family-owned companies through its Kanbrick Community and programs like Build with Kanbrick, a 3 month-free program for CEOs and owners of mid-size companies. For more information visit [Kanbrick.com](https://kanbrick.com).

# KANBRICK

Spring 2022 Build With Kanbrick Bios:



**Justin Hu**

President, Rep Fitness

Denver, CO

<https://www.linkedin.com/in/justin-hu1/>

Justin Hu is President at Rep Fitness, an INC5000 consumer fitness equipment manufacturer headquartered in Denver, CO, and tries to live and lead every day following Rep's mission – to enrich lives through our shared passion for fitness. As President, Justin is responsible for driving overall growth as well as day-to-day leadership of the organization. Prior to joining Rep, Justin was an executive at Life Time Fitness leading teams across digital, analytics and customer experience. Previously, he served in senior roles at Target in merchandising and ecommerce and cut his teeth as an investor working for Norwest Equity Partners.

He holds a Bachelor of Business Administration from the Ross School of Business at the University of Michigan and an MBA from Harvard Business School. Most importantly, he's a proud #girdad to two wonderful (not so little anymore) humans and a proud partner of a rock-star wife.



**John Gilkey**

President, BIGGBY COFFEE

East Lansing, MI

<https://www.linkedin.com/in/john-gilkey/>

After a series of entrepreneurial and leadership roles in the software & technology industry, John Gilkey joined his longtime-client, BIGGBY® COFFEE, in 2018 to help prepare the company for its next stage of growth. He brings a human-centric business management philosophy that aligns perfectly with the company's purpose of supporting people in building a life they love. John believes in the necessity of building healthy leadership teams, instilling a quality-mindset, and alignment towards a higher-purpose. He resides in East Lansing, Michigan with his wife, Sarah Williams Gilkey.

# KANBRICK



## **Daniel Sturman**

Co-Founder & CEO, Evoke Medical Care

Denver, CO

<https://www.linkedin.com/in/daniel-sturman-54a789155/>

Daniel Sturman is Co-Founder and CEO of Evoke Medical Care, a Health Tech company focused on optimizing and revolutionizing remote monitoring in the cardiac care space.

Prior to founding Evoke, Daniel was involved in multiple small tech companies as a co-founder, advisor, and angel investor. Additionally, he co-founded or sat on the board of multiple non-profits focused on education for at-risk youth. This took place during his 12-year career in the implantable cardiac device space for Medtronic, Abbott, and Boston Scientific.

Daniel is a graduate of Washington University in St Louis where he received both a B.S. in Biomedical Engineering, and an M.B.A. from their Olin School of Business.



## **Sarah Solberg**

Managing Director and Leadership Board Member, Solberg Manufacturing  
Chicago, IL

<https://www.linkedin.com/in/sarah-solberg-ludden-72a7b126/>

Sarah Solberg Ludden is a Managing Director and Leadership Board Member at Solberg Manufacturing Inc., the founding company her grandfather started over 50 years ago. With over 17 years of international sales, marketing, and management experience in Europe, where she resided in the 2000's, she is currently responsible for business operations in Canada.

Inspired by successful peers, she has been an active member of the Women Presidents Organization since 2018 and, prior to that time, the Junior League, and other community-based organizations. She is a graduate of the University of Michigan.

As part owner of Solberg Manufacturing Inc., Sarah is deeply committed to being a 3rd Generation Steward of SOLBERG focused on sustainable growth and prosperity for future generations. An avid traveler, linguist, and skier, she enjoys spending family time with her husband, 4 children, and extended family in the great outdoors.

# KANBRICK



**Lynn Wang**

Managing Director, TotalCare Walk-In Clinic

Los Angeles, CA

<https://www.linkedin.com/in/lynnwang/>

Lynn Wang is a healthcare entrepreneur passionate about reforming primary care. Since 2017, she has served as Managing Director of TotalCare Walk-In Clinic, a medical practice that helps over 20,000 patients a year in primary care, urgent care, wellness, and medical aesthetics. Lynn has grown the practice from 1 location in Chino to 7 locations in all 4 counties of Southern California. It's a unique role that blends entrepreneurship with family business: her parents are physicians who started the first clinic 15 years ago. After spending her first years out of Yale at Morgan Stanley in New York and then starting a few tech ventures in Silicon Valley, she went on to attend Harvard Business School, after which – against all odds, her dad recruited her to his tiny clinic of 8 in Chino. But stories from her parents of overwhelming patient demand at TotalCare led her to believe that there was immense opportunity to scale their extraordinarily patient-centric model of care to communities all over Southern California.

To date, all locations are open 7 days a week and holidays for scheduled appointments and walk-ins, offer trilingual services in English, Chinese, and Spanish, accept all insurances including 20 different HMOs and Medi-Cal, and provide a comprehensive menu of services spanning primary care, urgent care, and wellness. Prices have not changed since 2007; TotalCare continue to offer \$60 visits to the uninsured. Meanwhile, the emphasis on preventive care has helped achieve excellent outcomes; for 2 consecutive years, TotalCare has ranked as the #1 primary care provider in San Bernardino and Riverside County for quality of care. It is Lynn's dream to expand the practice to 20+ locations, and eventually build a medical group to contract directly with health plans and revolutionize primary care.