

Tomas DeFrancia Business Bio

A true entrepreneur, Mr. DeFrancia has a history of growing successful brands throughout multiple industries. He is focused and passionate about building enduring company cultures that nourish their teams and are beloved by their customers.

In 2012 Mr. DeFrancia joined the board of directors of Alamo Cinema Group 1, which opened its second Alamo Drafthouse Cinema in Colorado on West Colfax Avenue.

He is also a principle of Weston Capital Corporation, a real estate and development company started by his father and responsible for over a billion dollars of real estate development through a 40-year history.

Prior to his involvement with Alamo Drafthouse, he created the nation's first solar energy franchise program and led a two-year expansion through 11 states. Additionally, he served as the television marketing director for a national health and wellness chain and helped grow the company from 40 centers to 950 centers worldwide, with a personal ownership of 26 retail centers throughout Colorado and other western states.

In 2016 Mr. DeFrancia founded RovR Products, which innovates products that make gathering in the outdoors more enjoyable and convenient. RovR Products are currently carried by 59 retailers, including: Jax Outdoors, REI, Cabellas, and Sportsman's Warehouse.

Mr. DeFrancia's family has a long history in North Denver and the Sloan's/Colfax area. The family first settled in this area in the 1920s, having migrated to Denver from Louisville. His father was raised at 29th & Stuart, with cousins who lived on the north and east boundaries of Sloan's Lake for generations. One of his father's first jobs as a boy was in the Miller grocery store at Colfax and Sheridan in the 1950s.

Tomas DeFrancia holds a BFA from the University of Colorado and currently resides in Boulder.