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BAC-6912

Contact Information

Contact Name	Tomas DeFrancia	Home Address	2604 4th street
Preferred Phone	3035894409	Home City	boulder
Preferred Email	tommyd@rovproducts.com	Home State	CO
Other Phone		Home Zip	80304
Other Email		County	Boulder
DOB	██████████	Hispanic or Latino origin or Descent?	No
SSN	██████████	Race/Ethnicity	Caucasian
Gender	Male	Other Ethnicity	
Other Gender		Salutation	Mr.

Board Information

Board Name	Colfax Business Improvement District Board of Directors	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	RovR Products	Work Address	6333 Dry Creek Parkway
Position	CEO	Work City	Niwot
Business Phone #	3035894409	Work State	CO
Work Email	tommyd@rovproducts.com	Work Zip	80503

Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Boulder	Special Information	
Denver City Council District No	Unknown		

Education and General Qualifications

Name of High School	Langley	Name of Graduate School	
Location of High School	Virginia	Location of Graduate School	
# of Years Attended High school	4	# of Years Attended Graduate School	
Did you Graduate	Yes	Did you Graduate	

High School

Graduate Major

Name of College University of Colorado
 Location of College Boulder
 # of Years Attended College 4
 Did you Graduate College Yes
 Undergrad Major Film

Reference Details

Reference Name #1 Dave Kennedy
 Reference Phone #1 3039901502

Reference Email #1 daveinboulderco@gmail.com
 Reference Address #1 1686 Sunset Blvd. Boulder, CO 80304

Reference Name #2 Jonah Goldman
 Reference Phone #2 7209376186

Reference Email #2 jonahg@gansteel.com
 Reference Address #2 9985 W 32nd Ave wheatridge CO 80033

Reference Name #3 Calvin Cox
 Reference Phone #3 3039318360

Reference Email #3 calvin@commercemtg.com
 Reference Address #3 17637 Pearl Street, Suite 203, Boulder CO 80302

Agree to a background check

Owner Romaine Pacheco

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Notes & Attachments

Tommy DeFrancia RovR short bio.docx

Type Attachment
 Last Modified Denver Integration
 Description [View file](#)

> Tommy DeFrancia, is the founder and CEO of RovR Products. He has an entrepreneurial spirit which has been integral in building brands in the fields of television, cinema, solar energy and health. He has a background in media/marketing and product design, and a track record of success. Prior to RovR he was a founder/partner in Alamo Drafthouse and spearheaded the cinema development project at Sloans Lake. Tommy is constantly exploring how products can better support an active outdoor lifestyle. He created RovR to make gathering in the outdoors with friends and family easier, and has since won many awards recognizing product excellence. He has secured seven patents for the RollR and one for the newest product, the KeepR. Tommy earned his BFA at the University of Colorado and enjoys film, camping, wake surfing, and traveling with his wife and four kids.
