



## **Bob Oswaks**

Bob Oswaks always wanted to be in the entertainment business and, after moving to California, he found his first job in television marketing working for Norman Lear. Bob followed that up by ascending the ranks at Orion, Paramount and ultimately ending up as President of Worldwide Marketing at Sony Pictures Television, launching hit shows including *Jeopardy* and *Seinfeld* among many others. His career lasted 32 fulfilling years and he had worked his way to the top. Then the recession hit. Sony cut back executive level positions, and by 2011, many executives had lost their jobs, including Bob.

One of the first calls Bob received after he left Sony was from Norman Lear. Norman had some advice for Bob, "...life is not about doing the same thing your entire career, change things up every decade or so." Now was a time for reflection about his future. Bob's passion for food and wine was always a component of industry business meetings and entertaining. So he built a wood-fired oven in his backyard and found the hours spent making pizza therapeutic while contemplating his options. He discovered bread making and he was happy baking bread and sending loaves to all his friends. Celebrity chef Giada De Laurentiis heard about the bread and was looking for a supplier for one of her events. After tasting Bob's samples, she ordered 100 loaves to serve at a luncheon for Prince William and his bride Catherine, Duchess of Cambridge. Bob had never made more than a handful of loaves at a time but he agreed and got to work. Giada's appreciation and the rush of attention and satisfaction he felt having created something of his own was an unbelievable thrill. But he had a bigger problem – explaining to his wife Jane that he wanted to become an artisan baker.

Since its inception, locals, travelers and journalists alike have embraced Bob's Well Bread Bakery artisan breads, which uses local ingredients and no added preservatives.