



FOR THE EXCLUSIVE USE OF JOSH@10TO1PR.COM

From the Phoenix Business Journal:

<http://www.bizjournals.com/phoenix/news/2016/08/19/executive-inc-ram-zarchi-builds-tomcar-into-global.html>

Executive Inc.: Ram Zarchi builds Tomcar into global enterprise from Phoenix (Video)

— **SUBSCRIBER CONTENT:** Aug 19, 2016, 7:00am MST

Ram Zarchi was just 22 months old when he started off-roading in his hometown outside of Tel Aviv in Israel.

As the oldest of four boys, and with plenty of surrounding desert, it wasn't an unusual pastime.

Both his parents were doing mandatory service in the Israeli Defense Forces. His father, Yoram Zarchi, was in the IDF special forces. His mother, Zehava

Zarchi, was a paratrooper with more than 75 jumps. His 93-year-old grandmother served in the British Army during World War II.

His father didn't go to high school, but started developing rugged, off-road vehicles when he was 13 years old. It was a passion he passed on to Ram Zarchi.

Ram's brother, Tom Zarchi, became famous after winning a local race at 6 years old in one of his dad's custom kid cars. The cars became known as Tomcars



JIM POULIN / PHOENIX BUSINESS JOURNAL

Tomcar CEO Ram Zarchi needed to unwind after traveling to Phoenix, so he found a yoga studio that worked well because he met lots of great people, including the owner, who also owned the Spiritual Gangster yoga clothes line. They're still friends.

because of his notoriety. Tom is now a commercial pilot in Israel.

Ram was into computers and going to the Mediterranean Sea. He focused on physics and math in high school, and joined the military in army intelligence at 18.

After serving three years, he undertook something many Israelis do before settling down: he spent a couple years backpacking in Asia.

He did odd jobs to get by, traveling sometimes with friends, his girlfriend and other times alone. He was a bartender in Japan (even though he didn't drink and had never been in a bar before). He bought a Ford Falcon in Australia to drive along the coast, pick veggies and sleep in his car.

"I had no plan," Ram said. "It got me fascinated with the Asian culture."

Finally, he was ready to go home. He went to Tel Aviv University to study East Asian culture focused on religions. He also studied the Japanese language for four years, until he graduated in 1998.

Throughout his schooling, he was building websites. The same month he graduated, he went to New York for a job interview and was hired by Universal Studios and BMG to be an online producer.

He interviewed celebrities to build extra content for DVDs that accompanied their CD, or enhanced CDs that were also DVDs. He wasn't starstruck because he didn't know who any of these big artists were.

"They were all big stars on big labels, but it was never a passion of mine," Ram said. "And it was corporate America, which I soon realized was not for me."

Because of his love for tech, he began working with tech startups, including one with localized portals for many languages. He loved it because of the diverse clientele and the many languages spoken in the office. Hebrew is his native language, and he learned Arabic and English in school.

Meanwhile, Ram's father continued his passion for building vehicles by starting the Tomcar company in Israel in 1991. Yoram's commercial version of his military vehicle started catching on among enthusiasts.

Ram also retained a passion for cars, along with tech and innovation. He enjoyed the cutting edge of electronics and manufacturing.

In 1998, at 28 years old, Ram started working for his father and expanding the

company internationally.

"I like doing unique adventures," he said. "I wanted Tomcars in as many locations as possible so I could drive them and have fun while doing it."

The first Tomcars brought to the U.S. were sold in Hawaii for an ATV company.

He decided to focus on Tomcar full time after the tech company he was working for went out of business in New York following the 9/11 terrorist attacks.

Ram moved to Israel for a couple years to build Tomcars' international markets and sold the cars in Australia and New Zealand.

In 2004, he moved back to the states to open a U.S. base. Los Angeles didn't have a good vibe, so he rented a car and started driving east on Interstate 10.

He stopped in Phoenix, got the lay of the land from the Greater Phoenix Economic Council, found a local yoga studio he loved as well as a great warehouse by the Deer Valley Airport that was a perfect U.S. headquarters.

"It was instant awesome," he said. "It was great weather, lots of desert and clicked right away. It reminded me of Israel. It felt like home."

Ram Zarchi

Age: 44

Title: CEO of Tomcar

Home: Paradise Valley

Originally from: Israel outside of Tel Aviv

Motto: Always live carpe diem.

Family: Wife of 19 years, Hadas, a therapist and life coach; sons, Romi, 18, and Yahli, 8.

Hobbies: Yoga, traveling, adventures

Three things always in your refrigerator: Tomatoes, cucumber and raw tahini

On your bucket list: Write a movie script

Dream car: 1961 Jaguar E-Type

Favorite place to visit: New Zealand

Hayley Ringle

Reporter

Phoenix Business Journal

