



**Louis (Lou) Sandoval** – Co-Founder/Co-Owner  
Karma Yacht Sales, LLC

In 2002, Lou Sandoval and lifelong friend/business partner Jack Buoscio founded Karma Yacht Sales (KYS) fulfilling a lifelong dream of owning their own business. Shortly thereafter, they completed the purchase of the existing twenty-five year old Beneteau Sailboat Dealership- Darfin Yachts, LTD. As one of the top dealerships representing Beneteau Yachts in North America, they not only sought to change the name and image, but to modernize the operations of the Lake Michigan dealership. They emphasized delivering a quality product combined with exemplary customer service and satisfaction.

In just nine short years, they have not missed a beat, as Karma Yacht Sales, LLC has continued in its winning tradition. They have been perennially ranked in the Top 10 dealerships in North America for Sales and Customer Service winning the prestigious *Beneteau President's Award*. In 2008, KYS received the prestigious title of *Beneteau Platinum Dealer* reserved for the top tier North American dealers meeting stringent Sales and Service criteria.

As a company leader, Lou's role spends his time on business development and determining the sales and marketing avenues that best represent Karma Yacht Sales, LLC's interests. An avid sailor himself, he understands that product representation is crucial- so much of his time is spent securing opportunities that extend brand growth to reach target customers and develop new avenues for the sailing market to grow. Lou brings over twelve years of experience in the marine industry in the areas of business ownership, sales and service.

Lou's professional background spans 16 years of experience in sales and marketing in the pharmaceutical and medical devices industry. Having started his career at Abbott Laboratories, He has held domestic and International assignments in Sales, Management and Marketing with Abbott Laboratories, Bristol-Myers Squibb Company, ALZA Pharmaceuticals and most recently with Ortho-McNeil in the Johnson & Johnson family of companies. The diverse portfolio of experience he has obtained working for the various *Fortune 500* corporations, has prepared him well for running his own business. In January 2005, Lou completely left the corporate world to dedicate his full-time attention to Karma Yacht Sales.

Lou has appeared often in the media where he is quoted both as a business leader, community leader, sports competitor and a noteworthy expert in issues related to the marine industry, leadership development, healthcare and political perspectives. Some areas where he has been featured include "ñ-BEAT" Feature Special "*TAKING CARE OF BUSINESS*" on ABC-TV with Theresa Gutierrez, TELEMUNDO-TV, CRAINS Chicago Business, HOY Newspaper, EXTRA Newspaper, REFLEJOS Newspaper, CHICAGO SUN-TIMES and the CHICAGO TRIBUNE.

As a civic leader, Lou has been involved in 'giving back' through his involvement in various community based organizations on the local, regional and national level. He was recognized by the *United States Sailing Association* (the national governing body of sailing) as "*Sailor of the Week*" in May of 2011 for his contribution to the sport and the sailing community. Lou is a recipient of the Silver Beaver Award from the Boy Scouts of America for his work with the youth of Chicago. It is the highest Award possible for adult volunteers.

## Lou Sandoval Biography (Continued)

In his spare time, Lou enjoys competitive sailboat racing. He has been a sectional winner in the prestigious Chicago Yacht Club *Race to Mackinac*, five out of the last seven years aboard his boat 'Karma' (owned with Jack Buoscio and Brother Martin Sandoval).

Lou is a native Chicagoan. He is the oldest of four siblings born to first generation working class Mexican immigrants. He grew up on the Southeast side of Chicago, attended St. Francis De Sales H.S and later majored in Biochemistry at DePaul University. Lou has completed certification coursework at Kellogg Graduate School of Management with a concentration in Marketing and Strategic Management. Lou, his wife Sonia and their two daughters live in the Bridgeport neighborhood of Chicago.

### **Affiliations:**

- ***Chicago Yacht Club***
  - Board of Directors, Chicago Yacht Club-2012-current
  - Race to Mackinac Committee, 2004-current
    - Chairman 2012-2013
    - Vice-Chairman- 2011- Current
    - Chair of Marketing/Publicity Sub-Committee 2007-2010
    - Chair of Skipper's Meeting: 2004 to 2010
  - Lake Michigan PHRF Council Delegate-2002-2009
  - ORR/ACP II Measurer 2002-2003
  - Sponsorship Committee, member 2000-2003
  - Membership Committee, member 2001-2005
- ***Yacht Broker's Association of America (YBAA)***
  - Membership Review Committee- Regional Delegate 2009-current
- ***Beneteau First 36.7 National One-Design Class***
  - 2008 North American Championship-Race Chairman
  - Lake Michigan Fleet Executive Board- Secretary 2003-2006
- ***Boy Scouts of America***
  - Chicago Area Council Board of Directors- 2009-Current
    - Silver Beaver Award Recipient- 2012
    - Council Commissioner- 2011-present
    - Council Latino Leadership Committee, Chairman 2010-11
    - AGUILA Leadership Program, Chairman 2009-2010
    - National Latino Initiative (Pilot Council), Chairman 2009-2010
    - Board of Directors Selections Committee, Member 2009- Current
    - Strategic Planning Committee, Member 2010- Current
    - Council Financial Development Committee, Member 2011-Current
  - River Trails District Executive Board, Member 2006-2009
- ***United Neighborhood Organization (UNO)***
  - Metropolitan Leadership Institute(MLI) FELLOW, Class of 2010
  - Candidate Selection Committee, member 2010-Current
  - "Leaders on the Fairway" Golf Outing, Co-Creator/Inaugural Chairman 2010
- ***John P. Wilson Park Advisory Council***
  - Advisory Council Executive Board, President 2011-Present
  - Park Renovation Campaign, Development Chairman 2009
- ***Judd Goldman Adaptive Sailing Foundation***
  - Board of Directors, member 2009- 2011

- ***National Hispanic Sales Network***
  - National Executive Board, National Vice President of Corporate Sponsorship 2004-2006 (founding board member)
  - Advisory Board, Member 2006-2010
  
- ***DePaul University Hispanic Alumni Association***
  - Executive Board Vice-President, Membership & Advocacy Chairman 2000-2003