

# Michael Moran

Founder of CurrySimple

## Personal Bio

Michael Moran has taken his real-life entrepreneur experiences which began with a lemonade stand at eleven years old, progressing to a sports card dealer by fifteen, to starting a successful Thai food brand at twenty nine years of age. Using basic business concepts and a positive outlook has been the key to his success. He has used experiences with business ideas that did not get off the ground to launch CurrySimple. Almost starting a web design company during the dot-com era gave Michael the knowledge to launch his company's website CurrySimple.com, which has been featured in Entrepreneur Magazine as an online success story for EBay's ecommerce solution Prostores.

Prior to his life as a food entrepreneur, he had visions of being a professional football player, police officer and a real estate tycoon after reading Donald Trump's book "The Art of the Deal". His uncle Timmy still tells stories of Michael reading the business section of The Washington Post at age 14 while asking his mom for a cup of hot chocolate.

Sophomore year of High School changed his life forever when diagnosed with Melanoma skin cancer. Fortunately the cancer was found at an early stage and was quickly treated. This experience has left his outlook of life contagiously positive with a drive to succeed and help others.

At 21, Michael felt trapped in his daily routine and moved from his hometown of Bethesda, Maryland to Atlanta, Georgia. Atlanta was a fast growing city with many great opportunities. One of which came seven years later.

His sister would taunt him to get a corporate job that would showcase his hard working skills. Michael feared it would damper his creative thinking and dreams of coming up with a "big idea". In 2005, while working at a Thai restaurant, Michael developed his concept for a Thai food brand with the help of a manager that had manufacturing connections in Thailand. Michael launched his "big idea", a product line of restaurant quality Thai sauces called CurrySimple, in January 2006.

With only personal funding, Michael has had to use guerrilla marketing techniques and word of mouth to expand the presence of his brand. After being featured on the front of The Washington Post's food section just three months after launching CurrySimple, he has been seen frequently in the media. TV appearances include FOX, CBS, ABC and CNBC along with multiple features in newspapers, magazines and radio.

Michael still has a passion for the restaurant business which began at the age of 16. Working a couple days a week at a local Thai restaurant has become more of a hobby than a job. He enjoys his trips to Bangkok for business but still resides in the Poncey-Highland area of Atlanta.