

Cal
STAMENOV

Ever since he can remember, Stamenov has been at home in Northern California. Today, Stamenov is the art director of the widely successful Lucia Restaurant at Bernardus Lodge & Spa in Mendocino. Cooking is the passion and the country boy at heart, he grew up on the California Central Coast in a rural area outside of San Francisco. "I was very lucky

People to Know

Without doubt, I entered culinary training right out of high school," he explains. Stamenov then began the suitcase phase of his life, and for the next 15 years he hopped around the globe cooking with top chefs at an impressive list of restaurants.



When an opportunity came to return to Northern California, he was ready to come back to his roots. This busy father of three resides just a few miles down the road from Bernardus in one of the most beautiful and desirable corners of the world. He tends to over 150 rare fruit trees, herbs, vegetables, flowers, and bees in his backyard.

Stamenov feels a strong connection to the Central Coast. The area's quality ingredients from both the land and sea are constantly at his fingertips. "My friendships with the local fisherman, growers, and



Brendan
MARSHALL &
Ian FERGUSON

Kitchit Tonight Co-Founders Brendan Marshall and Ian Ferguson met while earning their MBAs at Stanford. Their business started as a research project and has since morphed into one of the Bay Area's hottest startups. "Kitchit is a digital marketplace that connects diners with local chefs, making it easy to bring friends and family together for full-service, restaurant-quality meals at home," notes Marshall. The fixed price of \$39 per person makes it an extremely appealing alternative to dining out.

Marshall began his career as the fifth hire of Perella Weinberg Partners, a "startup" investment bank in New York City, which launched in 2006 after raising \$1.1B in capital. He later returned to his home state of California to attend business school at Stanford, where he led the school's Entrepreneurship Club and built the foundation of Kitchit. He was named to Forbes' annual 30 Under 30 list just months after graduating. In the three years since launching Kitchit, he has overseen its growth into an internationally recognized lifestyle brand at the forefront of the food and hospitality industries. "I'm inspired not simply by my love of food, but by a broad set of experiences that have shaped my values as much as my career: growing up in a family business; studying theology;

traveling extensively through India; mentoring startup founders; and sharing countless dinner tables with fascinating people," says Marshall. "All together, these have transformed me into the entrepreneur I am today."



Ferguson serves as the Chief of Design for Kitchit Tonight. He relates, "Professionally, I consider myself an entrepreneur and a designer in equal measure." Ferguson began his career working concurrently as a consultant at Bain & Company and as a freelance designer for his first startup venture, DXA Design. In 2009, this belief led him first to the design-oriented program at the Stanford Graduate School of Business, and then on to technology entrepreneurship.

At Kitchit Tonight, Ferguson's day-to-day work unites many of his passions, including design, e-commerce, brand development, and, of course, food. A native New Yorker, he splits his time between San Francisco and the West Village, "because I can't decide which restaurant I like better," he admits. He holds a BA in ethics, politics, and economics from Yale and the aforementioned MBA from Stanford. Wearing those two hats—both analyst and artist—typifies his approach to business. He's a firm believer that good design enhances and enables tactical business objectives; that Excel and Photoshop, when used together, make a powerful pair. "We aren't just serving food," he says. "We're strengthening our community." ♦

—CORRINE E. MEHIGAN