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**For Immediate Release**

**JUMP FIRST, THINK FAST  
An Unconventional Approach  
To High Performance**

By Frank J. O'Connell

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“This book is a memoir of Frank’s business life. (It’s about) his interactions with the movers and shakers of our times, of the trends that have set the course of our existence these past fifty years, and of the subtle nudges he gave to those movers and movements that actually ‘moved the needle.’” – Rich Marin, from the Foreword of **JUMP FIRST, THINK FAST**

**UNCONVENTIONAL BUSINESS LEADER AND TURN-AROUND EXPERT,  
FRANK O’CONNELL SHARES PERSONAL STORIES, BUSINESS STRATEGIES, AND  
MANAGEMENT TECHNIQUES IN NEW BOOK, JUMP FIRST, THINK FAST**

**O’Connell Who Led Companies Like Reebok, HBO Video, and Indian Motorcycle  
Urges Readers to Take Risks, Have Fun, and Forge Ahead**

Frank O’Connell spent more than fifty years revolutionizing companies like Reebok, HBO Video, and Indian Motorcycle. In his new book, **JUMP FIRST, THINK FAST: An Unconventional Approach To High Performance**, he shares his exuberant attitude towards business and life. Through his stories – from his childhood in upstate New York to a career that had him crisscrossing the country to work at a diverse range of companies – O’Connell serves as a mentor and business advisor, offering readers fresh insights to help them charge ahead.

“I have found that most people creep along in their professional paths—I’m here to help you JUMP into the next chapter of your business and career,” says O’Connell. Throughout the book, he reveals exactly how he achieved happiness and success, moving from marketing and sales to operations and leadership, from the food industry to footwear,

more

video games, and motorcycles – growing with each win, loss, or misstep along the way.

Readers learn about such remarkable milestones in O’Connell’s career as developing and marketing the Reebok Pump; launching Bran’nola (the first tasty, high-fiber bread); taking SkyBox public after an \$80 million loss; starting Fox Video Games from scratch; riding the explosive growth of the VCR at HBO Video; and finally his unsuccessful – but passionate! – attempt to turn around the iconic American company Indian Motorcycle. Throughout, O’Connell demonstrates how brave, bold moves; building networks; and embracing curiosity are key ingredients of a successful career. Just a few of the book’s themes are:

- **Mindsets vs. Skill Sets:** An early pioneer in moving from company to company, O’Connell shows how he continually adapted his skill set to fit new industries – such as when he switched from baked goods to video games. “There is always something new to be learned from cross-fertilization of ideas between industries . . . this is the essence of innovation,” he writes.

- **The Importance of Relationships:** Wherever O’Connell went in his career, he built strong relationships. This translated into networking opportunities – including when a former boss at Hunt-Wesson Foods recommended him to lead the new electronics division at Mattel – as well as on-the-job management successes, such as when he needed to convince administrative staff to bake bread during a strike at Oroweat. It also meant his being able to work with a “grumpy old head baker” he’d been warned about – resulting in the launch of a number of new products.

- **Know Your Customer:** “Few people in marketing or business ever get the opportunity to sell directly to customers . . . You should always live where the consumer touches your product,” attests O’Connell. He describes his time in the field during a summer at Jewel Tea Home Shopping as the beginning of his recognition that there is nothing more critical than real customer feedback.

• **Lay the Groundwork For Innovation:** From devising new ways to develop video games to establishing the team that developed the Reebok Pump, O’Connell’s career is rife with successful new products. His stories shed light on how to rethink traditional approaches to create environments in which innovation can thrive.

“I wrote **JUMP FIRST, THINK FAST** for anyone who wants to discover how to bring a proliferation of new ideas to any project, think differently about business, find their place, trust their instincts, and enjoy the ride,” explains O’Connell. His new book will enlighten, entertain, and teach anyone looking to grow their career and take on new challenges.

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## **ABOUT THE AUTHOR**

**FRANK O’CONNELL**, author of **JUMP FIRST, THINK FAST** is known for his unconventional approach for high performance through his strategic thinking, brand building, breakthrough marketing, and new product ideas. His accomplishments include serving as president of Reebok Brands, president of HBO Video, CEO of Indian Motorcycle, and chairman and CEO of Gibson Greetings, Inc. He spent the first fourteen years of his career developing well-known brands at Arnold Bakery, Mattel, Carnation Company, and Hunt Wesson foods, among other brands in the baking and natural foods industry.

O’Connell was a senior partner with The Parthenon Group, a top strategic consulting company for seven years. He also spent sixteen years on the board of Tree House Foods Inc., and he is an investor and board member at Schylling Inc, a toy company and is cofounder of Tuckerman Capital. He has also served on numerous Cornell University boards where he earned his B.S. in Economics and an M.B.A.