



About the Founder

It has been said that childhood plays a hand in determining career choice, and in David Schreiber's case, this is particularly true.

David's foray into the design and development of toys began on his 7th birthday. With little money to buy life's necessities, let alone toys to give to her son on his birthday, David's mother gathered discarded paper, magic markers, tape and scissors from her employer, which David used to build a paper airport complete with jetliners and fighter jets and a very detailed flight tower. Proud of his achievement he told his mother he wanted to make toys when he grew up.

That Christmas, David found himself as a ward of a children's home central Connecticut, when his mother could no longer provide for him. It was several years before his father was able to find him, and relocate him to Panama with his family. It was there, after developing a bit of an ego from his newfound "fortune" that his father pointed out the people who were living off of the garbage that the US government tossed over the Canal Zone into Panama City. After that experience, David never forgot where he came from or his responsibility to give back to the community.

During the early days with his "new" family, David found that one of the best ways to bond with them was through board games. And his mind went to work on how he could create games his family would enjoy. By the time he was thirteen he had developed a plan for what would later become Rapid 4. David also made toys for his younger brothers and would often model games that the toy companies were making.

As David got older, people would ask what he wanted to do when he grew up. Owning his own toy company didn't seem like the right answer, so he decided he needed to learn all he could about running a business.

David got his first "real" job at age 14 working at an equipment rental store, and a few years later he got a job working at one of the first video rental stores to open in his area. He had some ideas on how the company could improve its business, such as adding bar coding to the tapes, and putting the empty movie boxes on the shelves so that customers could learn about the movie they were going to rent, but he was told those ideas would never work.

After high school, David served four years with the Coast Guard. After being honorably discharged, he was eager to start his own company, and launched Bath Creations in 1986,

where he created a line of showerheads that looked like ducks, penguins and mermaids. However, the idea was stolen by an unscrupulous manufacturer, and the business folded.

Following Bath Creations, David took on many different jobs to learn about business. When a friend told him that to succeed in business, he needed to learn how to sell, David took a job selling cars, and eventually became a top salesman at the dealership. In his spare time he continued to work on his toy ideas, submitting prototypes to toy companies with hopes that one of them would sell.

David eventually found a job selling consulting services. As a “business analyst” he traveled around the country evaluating small businesses to determine if they needed a business consultant. This job proved invaluable to David’s business “education.” However, he felt that without a college degree, he was never going to get a job at a “large” company. Reluctantly, he started evaluating college business programs. It was one very helpful counselor at City University in Seattle that suggested David skip the undergraduate program, and enter the university’s graduate program, which did not require a bachelor’s degree. David applied for the leadership program in Organizational Development and was accepted.

Once a “C” student, David got “A’s” in graduate school. He focused his studies around building his toy company. His goal was to develop a business philosophy that could sustain a high performance organization for many generations. After three years of hard work, he was one of the five who had entered the program without bachelor degrees, to graduate. David finished his education with more than a degree, he walked away with a plan to build a great toy company that would offer many benefits to its owners, shareholders, customers and team members.