



Twila True
Founder & CEO
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Twila True is a dedicated philanthropist and successful entrepreneur with a proven track record of operating complex businesses and systems. She has led the operations in new market segments across several industries, including beauty, fine jewelry, retail, and real estate.

Twila has experience as a successful operator of two opportunistic business that scaled quickly and achieved a successful exit. Twila previously served as Chief Executive Officer of Synthane Taylor, a circuit board manufacturer until its successful sale to a major national engineering firm. Initially, she started in the accounting group and touched all aspects of operations prior to her promotion to CEO. Subsequently Twila and her husband led True Innovations Inc., which manufactured innovative, stylish and affordable home and office furniture. Twila was able to leverage her operational expertise at True Innovations to help scale while gaining market share.

Together with her husband, Twila established market leadership in designing, manufacturing and selling office and home seating to big-box retailers in the U.S., Canada and Mexico under the licensed brand names of Lazyboy, Broyhill, Thomasville, Lane and Serta. Twila and Alan grew True Innovations into the largest supplier of branded home and private-label home and office furnishings from China, with shipping volumes of 1,000 containers per month to customers such as Costco, Office Depot, Office Max, Staples, Sam's Club, Target and Walmart. In 2011, Li & Fung, a publically traded company in Hong Kong, acquired True Innovations and Twila and Alan moved to the U.S. to start a family office platform.

In 2012, Twila identified a new opportunity in the real estate sector: to build the industry's first, large-scale single family rental business focused on the working class segment, which to date has been overlooked by private equity investors. Twila established True Investments LLC, a real estate private equity firm that buys, renovates, manages and leases single family residential properties in select core markets across the nation. Twila has personally invested a significant amount of capital in building the portfolio and platform, which generates high cash flow returns that is not dependent on home price appreciation. Twila is currently working to scale True Investments as the largest single family rental company focused on the working class segment.

In 2014, Twila identified the market need for safe and clean luxury nail studios, which would appeal to today's health and beauty conscious consumers. To meet this need, she launched Polished Perfect by Twila True, which offers an escape into an atmosphere of style and indulgence by providing an unparalleled nail studio experience. Polished Perfect by Twila True aims to elevate the nail industry through studio design, sanitation, on-going education, business innovation and an unwavering commitment to exceptional services and experiences. In addition to the luxurious salons, Polished Perfect manufactures a complete range of private label Twila True Beauty nail and body products for use in our studios and available for sale in retail and online channels, with plans to launch retail nationally.

Twila's charitable initiatives include True Children's Home, which Twila and her husband Alan founded on February 2006 in Dongguan, China to provide life sustaining care, corrective surgery, post-surgical care, placement with foster families, and adoption advocacy. In 2011, True Children's Home partnered with Love Without Boundaries to extend the reach of this much-needed care. In 2014 the Trues founded True Sioux Hope, a non-profit organization whose mission is to inspire unprecedented, permanent and positive change for the Sioux Tribe by providing critical aid and support for a sustainable infrastructure. Twila resides in Newport Beach, CA with her husband and four children.