



**Bio – Munu Hicken-Gabberria**  
President & CEO, LFT Group

As President & CEO of LFT Group, brand owner of the Live for Tomorrow range of environmentally friendly household products, Munu is responsible for day-to-day management, operations, distribution and marketing. More than that, however, he is the inventor and wunderkind behind these green goods.

As a recent arrival in Canada, awe-struck by the natural beauty of British Columbia and wishing to see it preserved for future generations, Munu struck upon the idea of Live for Tomorrow products whilst shopping. Seeing how difficult businesses made it for consumers to be eco-conscious, due to their use of environmentally-damaging packaging, he began examining environmentally-neutral packaging options. Laundry products seemed to be a perfect match for this concept, and *Live for Tomorrow* was born.

Originally from Tanzania, Munu grew up in the United Kingdom, where he was employed in the retail fashion and marketing sectors. In 1991, he established Lords Formal Wear, an award-winning menswear company, which he grew to a national chain of 30 outlets. At Lords Formal Wear, Munu increased profit margin by 60% over five years, expanded a company from a single store to its 30 outlets, managed large teams and over 200 corporate accounts across the country and established a database of over 200,000 clients. Prior to this venture, he was an Area Manager with Young's Formal Wear.

Munu completed a graduate programme in Industrial Design and is a diploma member of the Chartered Society of Designers. In 2007, he completed an MBA programme at the University of Greenwich in London, UK. Munu is a fellow of the Chartered Management Institute.