

Peter Thum

Founder, Ethos Water, Founder and CEO, Liberty United and Fonderie 47 and Recognized Social Entrepreneur

Please contact a GDA agent for information.

Topics

- Business Growth / Strategy / Trends
- CEO
- Corporate Social Responsibility
- Entrepreneur
- Social Responsibility

About Peter Thum

Peter Thum is working to stop gun violence. He is Founder and CEO of two brands: Fonderie 47 and Liberty United; ventures that transform illegal guns into jewelry, watches, and art.

In 2008, while working in Africa on water projects, Peter met boys and young men armed with assault rifles. He decided to try to do something to turn the AK47 against itself by transforming these guns into objects that were beautiful, noble and completely opposite to the gun from which they were made. This concept has evolved into Fonderie 47.

Fonderie 47 has destroyed more than 70,000 assault rifles in African war zones. Liberty United funds programs to stop gun violence in the U.S. and focuses on making children and communities safer in neighborhoods with extreme gun violence.

Peter previously founded and was President of Ethos Water, which was acquired by Starbucks in 2005 and has provided water to some half million people worldwide. Thum founded the non-profit Giving Water, which has helped over 6,000 schoolchildren in Africa get water and sanitation access. He previously worked at the consulting firm McKinsey & Company and the Gallo Winery.

Select Keynotes

• Leading Forward: Social Responsibility in the Corporate World

As corporations play an ever-expanding role in our lives, it is now more imperative than ever before that they take the steps necessary to improve the lives of their employees, their consumers, their communities and of society at large. A dedicated social entrepreneur who has successfully established businesses that are driven by a social mission of helping those in need, Peter Thum delivers lessons on the importance of corporate social responsibility from which any organization can learn and benefit. From ethical branding and leveraging philanthropy, to emboldening a corporate message, to building a culture where giving back is a standard operating procedure; Thum helps companies of all sizes to understand the steps they need to complete to put social responsibility at the core of their mission and performance.

• The Ethos Water Story: The Keys To Social Entrepreneurship

Countries all over the world are experiencing a water crisis. Millions of people in developing countries lack clean and safe drinking water. As the founder of Ethos™ Water, Peter Thum turned his idea of getting clean water to children into a successful social venture that has changed an industry, generated millions of dollars and changed lives. Thum talks through his eight-year odyssey starting in the townships of South Africa, to brokering an acquisition by Starbucks, and finally running Ethos today as an international brand and social movement. Thum's story is one of passion, perseverance and success. His story motivates people to dream big and turn thoughts into action. He takes audiences on a tour of the world and shares the importance of addressing the world water crisis, how to build a brand from the ground up and the personal upside of working toward the common good.

• The Imperative to Stop Gun Violence and Save Children's Lives

Peter Thum tells the story of his work since 2009 to reduce the impact of assault rifles in Africa and to stop gun violence in the US. He tells of starting the brands Fonderie 47 and Liberty United, which transform illegal guns and bullets into high-end jewelry, watches and other accessories. His companies have funded the removal and destruction of over 50,000 assault rifles in Africa and funded not for profits working to reduce gun violence and helping over 1,000 provide at-risk children the chance to learn, play and dream safely while growing up in America's most dangerous communities.



Select Articles

- [TED.com. AK-47s transformed into jewelry and watches, thanks to a chance meeting in a TED hallway](#)

The TED blog sits down with Peter Thum and gets the scoop on how his company Fonderie 47 came out of a few conversations at TED.

- [GQ: This \\$195,000 Watch is Made of AK47s](#)

GQ reviews and recommends the Fonderie 47 watch.

- [NPR: Turning Weapons Into High-End Watches](#)

NPR Details the work of Fonderie 47 and Liberty United.

- [Fast Company: The Social Entrepreneur Tackling Gun Violence By Turning AK-47s Into Jewelry](#)

Fast Company profiles Peter Thum and his gun violence stopping work in Africa and the USA.

- [Forbes: A Last-Minute Holiday Gift? Make It Count With Liberty United Jewelry!](#)

Forbes urges shoppers to pick up gifts from Peter Thum's companies.

- [Peter Thum's Mission: A Jewelry Line Created from Guns and Bullets](#)

The New York Times profiles the launch party, business model and mission of Liberty United.

- [Program Makes Art Out of Recycled Guns](#)

NBC Chicago explains how Liberty United is turning Chicago's illegal guns into jewelry to fund programs for at-risk kids in some of Chicago's most dangerous neighborhoods

- [Firearm Fashion Company Takes Aim At Gun Violence](#)

New York Daily News writes about the work of Liberty United to destroy illegal guns and fund programs to stop gun violence

- [Cross joins forces with Fonderie 47 to back gun destruction in Africa](#)

The Moodie Davitt Report, September 2016

- [Cross launches pen that destroys AK47s](#)

Frontier Magazine, September 2016

Select Testimonials

"Peter provided an enthusiastic and relevant presentation at our conference. Peter took the time to understand our members and his message resonated with the audience."

— *Abe Eshkenazi Chief Executive Officer APICS | APICS Supply Chain Council*

"Peter was, simply put, inspirational. His candor, entrepreneurial acumen, and passion for seeing positive change in the world connected deeply with our team. His talk left a lasting impact, with echoes across multiple initiatives in the months and years following. Thank you!"

— *Joe Zawadski, Founder & CEO, Mediamath*