



### **Brian Murphy CEO & Founder**

Born in the renowned city of Bordeaux, France, I've had the privilege of living in various European countries, including Holland, France, and Germany, as well as numerous U.S. states such as Virginia, North and South Carolina, Georgia, Florida, Colorado, California, and, of course, Utah. This diverse upbringing cultivated a deep appreciation for different cultures and a lifelong passion for travel.

I dedicated the majority of my adult life to the medical device sales industry, specializing in cardiovascular and endovascular solutions. Notably, I played a pivotal role in introducing the Palmaz-Schatz stent to the U.S. cardiology market. Throughout my career, I earned numerous accolades, including Sales Representative of the Month/Quarter, All-Star Club, Presidents Club, and various contest awards.

Despite my success in the medical field, I always dreamed of becoming an entrepreneur in an industry that truly resonated with my passion. That dream became a reality when I ventured into the Travel and Hospitality sector. Drawing on my extensive personal travels and award-winning customer service experience, my vision is to establish a tour company that redefines luxury and personalized experiences in the Southwest. Additionally, I aim to build a workplace that inspires employees and offers ample opportunities for professional growth.