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Daniel Lubetzky

Founder, executive chairman, KIND LLC



MINI-PILL DOUBLET BY THE WALL STREET JOURNAL



Daniel Lubetzky has sought to build bridges through food and philanthropy. The founder and executive chairman of snack-bar maker KIND LLC says the motivation comes from his father.

"A lot about who I am and how I behave is very connected to knowing that my dad survived the Holocaust because of the kindness of others," Mr. Lubetzky says.

In 1994, he founded PeaceWorks, which makes spreads through cooperation between people in Israel and other countries in the region. One early mistake, he says: "I was launching products all over the place."

When he launched KIND in 2004, he obsessed about quality and made sure not to launch too many products. "The hardest point is not when your product is bad, because then it's easy to say no," he says. "It's when your product is pretty good but it's not the best out there—you need to have the discipline to say no." Here are four of his most trusted advisers.

—*Francesca Fontana*

Age: 51

Education: B.A., economics and international relations, Trinity University in San Antonio; J.D., Stanford Law School

Family: Wife, Michelle Lubetzky, and four children

Secret talents: "I've been doing magic since I was 8 years old. I can say basic sentences in about 40 languages."



Fred Schaufeld

Co-founder and managing director, SWaN & Legend Venture Partners



Mr. Lubetzky met Mr. Schaufeld when Mr. Lubetzky was building a nonprofit to back Israeli and Palestinian grass-roots activists. Mr. Schaufeld joined the group's advisory board, and later KIND's board of directors. Mr. Lubetzky says Mr. Schaufeld has coached him on how to manage his company's transitions. For instance, he taught him it can sometimes be right for an employee to leave the company. "You have to be careful you don't create such strong golden handcuffs that you're keeping people in the organization whose hearts are not in it," Mr. Lubetzky says.



Jeff Solomon

Senior adviser, Chasbro Investments



Mr. Solomon is a mentor to Mr. Lubetzky in his philanthropy work. The two met when Mr. Lubetzky was starting the OneVoice movement to discourage extremism and terror. Mr. Solomon taught him about running a nonprofit and raising funds. "I had used business as a force for social change, but I hadn't created a nonprofit organization myself, and Jeff guided me in having best practices," Mr. Lubetzky says. "Sometimes you meet philanthropists who will make you feel little; Jeff was the precise opposite. He always made me feel better after I left his office."



Erskine Bowles

Former White House chief of staff



In the 1990s, Mr. Lubetzky sent a PeaceWorks care package to Mr. Bowles at the White House. He was introduced to Mr. Bowles in person about five years ago, and the two have kept in touch since. Mr. Bowles has helped Mr. Lubetzky remember his core values and feel comfortable being transparent about his beliefs, he says. "Sometimes you can be afraid to take stances that might be unpopular because you want to sell as many KIND bars as possible. But sometimes you need to have the courage to say or do things that are important for society."



Elle Lanning

KIND chief of staff and SVP corporate development



The advice of Ms. Lanning has helped balance Mr. Lubetzky's emotional thinking at times, he says. Around 2015, some of the company's retail partners were trying to develop products similar to KIND's, like its fruit nut bar. "One of our customers developed an imitation item and I was very disappointed," Mr. Lubetzky says. "I wanted to challenge our retail partner on it." Instead, he took Ms. Lanning's advice not to shake or undermine that relationship. The product fell through, and today Mr. Lubetzky says KIND does even more business with the partner than before.