



**Ariel Handler**  
**President**  
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Mr. Handler is president of R.E.L Advisors, a consulting firm specializing in optimizing inventory control, supply chain, and operations in small to medium companies. Mr. Handler is currently pursuing a BA in Mathematical Economic Analysis along with a minor in business at Rice University (Expected in May 2012).

Mr. Handler gained an extensive experience in supply chains and operations when he co-founded Seacret Spa, a multinational skin care company operating in North America, Latin America, Europe, Australia, Israel, and Japan. Mr. Handler served as Seacret's Chief Operations Officer as the company was rapidly growing worldwide.

During the past two summers, Mr. Handler was awarded a fellowship from the Rice University Center for Civic Engagement. In the summer of 2010 he conducted research for the Gulf Coast Rail District to identify alternative financing for commuter rail. In the summer of 2009 he led a team study of the supply chain and operational efficiency of Medical Bridges, a not-for-profit organization based in Houston, TX.

Mr. Handler serves as a research assistant on Information Technology Policy at the Baker Institute for Public Policy at Rice University and is an officer of the Rice squash club.

Mr. Handler was born and raised in Israel and served in leadership positions in the Israeli Paratroopers Brigade before moving to the United States in 2003. He recently got married to Zuylen.