

John Finch



Born: May 6, 1965
Memphis, Tn

Occupation: Founder -
Sunshine Shuttle & Limousine
Sunshine Coach
Finch Management

Spouse: Krissi Summerell

Children: 3 children

Parents: Jake and Ann Finch

John Finch (Born May 6, 1965) is an Entrepreneurial professional who started his career as a Model in California and New York. He is a successful land developer managing short- and long-term rental properties as well as commercial and industrial developments. Finch was owner and developer of the men's clothing brand 33 Degrees. He is also noted for the development and marketing of the young men's clothing brands Joe Boxer and Pony. Finch started what has become the #1 transportation company in NW Florida.

Early Life

Finch was raised in Memphis, Tennessee and visited the Emerald Coast many times with his parents, not realizing that one day he would be able to move there to live and enjoy the water sports he loved. John was a twin and one of 4 children. As a young man Finch was Golden Gloves Boxing Champion 2 consecutive years. He played high school football and excelled in track. Upon graduation, Finch loaded up his car and headed west to seek his fortune in the modeling industry.



John Finch, Model (1989)

Professional Career

Finch arrived in Los Angeles and became a male model, modeling men's sports and active wear. During his modeling career, Finch appeared in Music Videos with The Everly Brothers and Shenna Easton. After modeling for several years and traveling throughout Europe for his trade, he became the spokesperson for Motto, the company for which he was modeling. Finch moved to New York and decided to introduce his line of young men's sportswear. Tailored for the young men's market, 33 Degrees was available in stores like Macy's and Nordstrom's. "They are the #1 young men's item." "They say that in the last four years they have not seen a knit item turn as quickly as these have turned". The Sweaters are knitted from 100% acrylic and feature a dark color such as black as a backdrop to a bold bright colored Nordic stripe in orange.

33 Degrees brand was a big success, on target to earn over 20 million in apparel sales in a short five years. Orders were coming in; more than Finch could handle alone, and the decision was made to bring the business to the next level by taking on a partner in California. The deal with Fiora, International

granted the private label manufacturer a 50% stake in 33 Degrees with Finch maintaining 100% creative control. The agreement with Fiora gave 33 Degrees just what Finch needed, an avenue into Fiora's financing and sourcing opportunities, as well as its channels of global distribution. Finch remained with the company handling merchandising and sales. While acting as President of 33 Degrees, Finch created a second-tier label, Icebox, for mid-tier marketing consisting of JC Penny's, Kohls and May Co., and developed and manufactured products and styles for mass retailers, Walmart and Faded Glory. Finch decided to sell his interest in 33 Degrees in 2001 and became Vice President of Pony and Joe Boxer. Finch was responsible for the development and launching of Joe Boxer and Pony Brands for young men and boys.

In 2004, he founded Finch Transportation, Inc., better known as Sunshine Shuttle & Limousine, because of a trip he had taken to the Emerald Coast. He needed transportation to catch his flight back to New York and had called a local service that never showed up. After having this happen to him, not once, but twice, Finch decided that there was a need for a good, reliable shuttle service and decided to start one. Sunshine Shuttle & Limousine was born. Finch started with one van, growing very quickly to 40 vehicles and then to 70. The reason for his success: John's desire to deliver professional, convenient, and secure transportation to the Emerald Coast has been achieved through Sunshine Shuttle & Limousine. The Sunshine Shuttle & Limousine fleet includes sedans, mini-vans, large passenger vans, shuttle buses, stretch limousines, and classic vehicles such as a Rolls Royce. Sunshine Shuttle has grown to the largest transportation company in NW Florida servicing the entire panhandle with contracts with Delta Airlines and SW Airlines. Sunshine Shuttle started the 30a Trolley and expects to have 4 trolleys in service in 2016.

Finch's latest addition is Sunshine Coach, providing transportation for church field trips and conferences; Travel Agents to ports of Miami and New Orleans; shuttles for all high school field trips; and contracts with local colleges for school activities. The business is growing at a rate of 35% per year.

John Finch, owner of Sunshine Shuttle & Limousine, serves on the board of the Florida Limousine Association. He was a select speaker at the 3rd Annual Emerald Coast Transportation Symposium in Sandestin, Fl. The Emerald Coast Transportation Symposium brings together professionals and policy-makers to openly discuss ways to adapt our transportation system to the 21st century economic and environmental realities. His topic Sparking Imagination - Imagination leads to innovation in projects. Finch will be speaking at the upcoming Citilabs International User Conference in Palm Springs. The topic will be New Data for Better Transportation Planning. As a spokesperson for the Transportation Industry, Finch is bringing a new look and feel to the industry with his training videos and speaking engagements. "It's all about the customer experience," says Finch.

Finch Management was formed to encompass John's endeavors in the real estate industry. The Emerald Coast is a great spot for family vacations and the rental market is recovering from the real estate debacle we experienced in the recent past. Finch is positioning himself to take advantage of the excitement and growth of the Emerald Coast area. At the present writing, Finch has short and long-term rentals on the Emerald Coast as well as a 5300sq ft industrial property in South Walton. Ground breaking is slated for December 2015 on John's latest venture, a 6000sq ft commercial development also located in South Walton. Finch plans to play an integral part in the resurgence of the market in the Florida Panhandle. The future looks bright for future investments.

Personal Life

Finch has been married ten years and has three girls. He lives with his wife and girls in South Walton area and is heavily involved in the community serving on several boards and the NW Florida ballet academy. Finch is passionate about bringing the arts to the Fort Walton Beach Area. Finch loves the beach, camping and all the water sports that go with it. He can be found in his off-time paddle boarding, surfing, fishing, snorkeling or just swimming and enjoying fun in the sun with his girls.