**Rich Williams**

Modkat Co-Founder

Rich earned his BFA in visual communication from F.I.T. in New York City. He has worked with diverse clients such as McGraw-Hill, Oppenheimer Funds, and Morgan Stanley on various projects from integrated marketing systems to complete web applications. He helped Cap Gemini Ernst & Young create their e-commerce division, which bridged the gap between interface design and backend e-commerce technology. Rich has built strong relationships with corporate firms and in-house design departments by constantly pushing creative boundaries.

Brett and Rich first crossed paths in the creative department of a PR agency, where they collaborated on projects for brands like Hershey, Gillette, and HP. In 2003 they joined forces to form Fulton Street Design, an industry-leading design studio. They designed printed and digital financial marketing collateral for brands like Morgan Stanley and Oppenheimer Funds. Rich and Brett helped HBO build websites for original series like the Sopranos. And they partnered with Colin Cowie to formulate a branded line of home products for Walmart.

In 2009 the duo partnered up to form a new company called Modkat with a mission to make the litter box experience more enjoyable for cats and their human parents alike. Rich and Brett introduced their first product, the Modkat Litter Box, at the International Contemporary Furniture Fair (ICFF) and received the Editor’s Choice Award for Best Accessory. They now have a line of modern litter boxes and accessories and have been awarded two Red Dot Design Awards.