

**TITLE: SHINING BRIGHTLY**

**SUBTITLE:** A memoir of resilience and hope by a two-time cancer survivor, Silicon Valley entrepreneur and interfaith peacemaker

**AUTHOR:** Howard Brown

**FOREWORD:** Dr. Robert J. Wicks  
**AFTERWORD:** Rabbi David Rosen

**WEBSITE:** [www.ShiningBrightly.com](http://www.ShiningBrightly.com)

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**In Shining Brightly, Silicon Valley pioneer, cancer survivor and interfaith peacemaker Howard Brown shares keys to resilience for successful entrepreneurs, patient advocates and community leaders.** He shows us how to reach out through our families, our communities and around the world to form truly supportive connections and friendships. From Howard's career as a Silicon Valley entrepreneur, to his conquering metastatic stage IV cancer twice, to his compassionate outreach as a peacemaker, to his love of sports—this ultimately is not one man's story. Shining Brightly is a story shared by countless men and women—and may wind up changing your life as well. With each true story he tells in the pages, Howard invites readers to picture how they might join him in shining more light in our world.

**Available at: [Amazon.com](https://www.amazon.com), [BarnesandNoble.com](https://www.barnesandnoble.com), [Walmart.com](https://www.walmart.com) and independent bookstores everywhere.**

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# HOWARD BROWN

Howard Brown is an author, Silicon Valley entrepreneur, interfaith peacemaker, two-time stage IV cancer survivor and healthcare advocate. For more than three decades, Howard's business innovations, leadership principles, mentoring and his resilience in beating cancer against long odds have made him a sought-after speaker and consultant for businesses, nonprofits, congregations, and community groups. In his business career, Howard was a pioneer in helping to launch a series of technology startups before he co-founded two social networks that were the first to connect religious communities around the world. He served his alma mater —Babson College, ranked by US News as the nation's top college for entrepreneurship—as a trustee and president of Babson's worldwide alumni network. His hard-earned wisdom about resilience after beating cancer twice has led him to become a nationally known patient advocate and “cancer whisperer” to many families. Visit Howard at [ShiningBrightly.com](http://ShiningBrightly.com) to learn more about his ongoing work and contact him. Through that website, you also will find resources to help you shine brightly in your own corner of the world. Howard, his wife Lisa and daughter Emily currently reside in Michigan.



## **Entrepreneurship**

Howard Brown's entrepreneurial career began as he graduated from Babson College in Wellesley, Massachusetts. He became one of the most successful young salesmen of computerized banking systems for the NCR Corporation. He then moved on to work for tech startups, including the first major digital editing systems for television station newsrooms and later a pioneering music-streaming service. As he moved on to establish his own startups, he took to heart the pledge of the founder of Babson College, business guru Roger Babson, to focus American entrepreneurial energy to serve humanity and build healthier communities. As a result, Howard soon was circling the globe to build the world's first social media networks custom designed to encourage growth within religious groups. As a sign of his success, Babson elected him as president of its global alumni association and appointed him as a college trustee.

## **Cancer Resiliency**

As his successful career was unfolding, Howard inspired all those who knew him by beating stage IV cancer twice. Even though doctors warned him that he likely would die, Howard nevertheless conquered particularly aggressive non-Hodgkin's lymphoma early in his career and in recent years overcame advanced metastatic colon cancer. Now, he uses his experience as a national cancer advocate, spokesperson and resiliency coach to shine a light on cancer prevention, early diagnosis, precision medicine and patient centricity. He has been recognized for his service by many organizations, including the Colon Cancer Coalition, Colorectal Cancer Alliance, Stand Up to Cancer, Man Up to Cancer and Colontown.org. He also was selected to participate in the Scientist-Survivor program of the American Association of Cancer Research and the Clinical Advisory Board for Guardant Health.

## **Interfaith Peacemaking**

Howard's interfaith bridge building is a core commitment that springs from the Jewish tradition of tikkun olam, or repairing the world. He has worked tirelessly to help combat the rise of hate fueled violence in our world. Recognizing the powerful truth that friendships can prevent conflict and often whispers are more powerful than bombshells, Howard has served through Jewish nonprofits in California, Michigan and across the U.S. While living in California, he was honored with the Lloyd Dinkelspiel Young Leadership Award from the San Francisco Jewish Community Federation and became part of the National Young Leadership Cabinet of the Jewish Federations of North America. He and his wife Lisa both were selected to complete the multi-year Wexner Heritage Foundation fellowship in Jewish leadership. In Michigan, he was elected board president of the American Jewish Committee's regional office in Detroit. Nationally, he has served on the International Board of Governors of the American Jewish Committee. Howard was awarded the Activist of the Year award for the southeast Michigan Jewish community in 2019.

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# ADVANCE REVIEWS

## **A Chorus of Praise for *Shining Brightly***

"Howard Brown—like one of his mentors, Roger Babson—is truly an 'angelic troublemaker' in this work. He seeks to have us face our lives with complete clarity and kindness. Much good can be gained from reading *Shining Brightly*."

**From the Foreword by Robert J. Wicks, author of *Bounce: Living the Resilient Life***

"Howard is a wonderful example of a most worthy descendant of Abraham, showing genuine care and hospitality, serving the well-being of his community and other communities, connecting these to one another in mutual respect and bringing blessing to humanity at large."

**From the Afterword by Rabbi David Rosen, International Director of Interreligious Affairs of the American Jewish Committee**

"*Shining Brightly* is a testimony to storytelling as the most effective way to teach and learn. Howard Brown shares a triumphant journey of overcoming challenges and creating a better world."

**Stephen Spinelli Jr., President of Babson College**

"As a mentor in our American Association for Cancer Research Scientist-Survivor Program, Howard motivates everyone to build mutually beneficial relationships that educate, inspire and ultimately heal. *Shining Brightly* offers a compelling landscape of possibilities for cancer patients, survivors and indeed anyone who wants to become their best self!"

**Anna D. Barker, Co-Founder, AACR Scientist-Survivor Program**

"*Shining Brightly* is Howard's testament to the transformative power of mentorship. Howard exemplifies the efforts our mentors make to transform the lives of youth, and how in some special cases they go above and beyond and become family for life."

**Cari Uslan, CEO of Jewish Big Brothers Big Sisters of Los Angeles**

"In *Shining Brightly*, Howard reminds us that we all have the opportunity to continue to push forward, through all kinds of trials and tribulations, to achieve our own version of the American Dream—and lift up others along the way."

**Kerry Murphy Healey, Founding President, Milken Center for Advancing the American Dream**

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# INTERVIEW QUESTIONS

1. Congratulations on writing your memoir, ***Shining Brightly***. Tell our audience the unique way you went about researching your past for this book (Zoom interviews) and what you hope to achieve by sharing your story.
2. The theme of light is central to your story. Why does light feature so prominently?
3. Your book touches on four "light-related" truths throughout the book. What are those four truths?
4. A key take-away from ***Shining Brightly*** is how to live a resilient life. You overcame not one, but two Stage 4 cancer diagnoses, among other challenges. How do you keep going when life knocks you down?
5. You open your book with a story about your great-grandmother, Bubby Bertha and the indelible lesson she taught you as a youngster about "found money". Share that story with our audience and the impact it made on your life.
6. In 1989, at age 23, you were a young professional just starting your career, when life threw you a major curveball. Tell us about your first cancer diagnosis (Stage 4 non-Hodgkin's lymphoma with less than 6 months to live), how did you respond and how did it impact your life?
7. After your first bout with cancer, you moved to Southern California to get a 'fresh' start. Tell us how that move changed or reinforced your life trajectory.
8. Let's talk about the 1990s and your Silicon Valley years. Explain to audience members—what were the .com years like for a young, aspiring entrepreneur? What drove you and how did this lifestyle impact your marriage, health and well-being? What advice would you give to young professionals and entrepreneurs just starting out that could have helped you avoid some pitfalls?
9. You are a proud alum of Babson College in Wellesley, Massachusetts (outside of Boston) and you talk vividly about Babson throughout your book. What makes Babson and the lessons you learned there so unique? How did they lay a foundation for the life you've led?
10. You get struck down by cancer again 26 years later in 2016 (at the age of 50) — this time with Stage 3 colon cancer, which became Stage 4 metastatic cancer by 2017 with very slim chances of survival. In what ways was your response or outlook different the second time around?
11. You say in your book that caregivers are superheroes, and that cancer affects the whole family. Your primary caregivers, first your mother, then your wife, describe in raw and candid ways what it is like caring for a gravely ill loved one. Tell us how cancer impacted your family, what it's like for caregivers, and any lessons they shared that could help the millions of caregivers out there.
12. Facing death twice, a striking thing you say in response to "why should I live?" is: "because I have so much more to give". Tell us why you felt that and why it is a core belief in your life.
13. Medical technology (bone marrow transplant: IVF/ICSI; CRS/HIPEC; scans to video) also played a key role in your recovery and expanding your family after cancer. Tell us about the miracles helped along by medical technology.
14. The basketball court is your happy place and contributed to your recovery. Why should everyone try to find their happy place?
15. Life changes after you survive advanced cancer; it is traumatic. Did your priorities change or how did you find new meaning and purpose in your life?
16. Mentorship is an important theme in your book. Tell us what made you seek out mentors and how you have been a mentor yourself.
17. Friendship, community and building bridges with other faiths and communities are key themes, as well. Why are these important, how did you develop/nurture them and how can others do the same?
18. You conclude the book with "Sharing Hope" as a call to action to make the world a better place. Why is hope so essential?

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