

FOR IMMEDIATE RELEASE
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American Inventor and marketing icon Ron Popeil suddenly and peacefully passed away at Cedars Sinai Medical Center today in Los Angeles at the age of 86.



He lived his life to the fullest and passed in the loving arms of his family. The father of the television infomercial, Ron Popeil, was a trailblazer; he rose from a modest upbringing in a fractured home to become a ubiquitous name and face in direct-to-consumer marketing and inventing.

His meteoric rise began on a small table on Chicago's Maxwell Street where he sold kitchen products. His sales pitches and his ability to connect with audiences from all walks of life quickly became must-see live entertainment as hundreds gathered each day to marvel at his sales shows in the marquis booth at Woolworth's flagship store #1 in Chicago.

In 1959, Ron transformed his craft, bringing a magical pitch from state fairs to the television airwaves with his first infomercial for the Chop-o-Matic. From there, Ron marketed hundreds of products to a global television audience becoming a mainstay of late night television. He similarly appeared in dozens of cameos in motion pictures and television shows, and was famously played by Dan Aykroyd on NBC's Saturday Night Live in April of 1976.

For over 3 decades, Ron garnered more viewers and more hours of American Television than any other celebrity or TV personality. His hallmark phrases: "But Wait There's More", "Set it and Forget it," "Less Shipping and Handling," and price countdowns set the standard for direct marketing and As Seen on TV merchandise. All of his innovations are archived by The Smithsonian Institute.

Under his company RONCO, he developed and sold a wide range of market making products including: Popeil's Pocket Fisherman, Mr. Microphone, the first music compilation record collections, GLH Formula #9 (Hair in a Can), Inside the eggshell egg scrambler, and the Rhinestone Stud Setter (Later called the Bedazzler).

Famously profiled by Malcolm Gladwell in the primary chapter of his best selling book "What The Dog Saw," Ron's journey captured the quintessential American success story of possibility — all driven by determination, grit, ingenuity, and the entrepreneurial spirit.

A perfectionist and tinkerer to his core, Ron had the uncanny ability to identify a need that the consumer didn't realize existed only to then engineer a product that delivered its promise flawlessly to millions of customers.

As an inventor, he created products like Popeil's Pasta Maker and Food Dehydrator. His most successful product, The Showtime "Set it and Forget it" Rotisserie grossed over One Billion Dollars in domestic sales and shattered sales records on shopping networks like QVC.

Unabashedly authentic and approachable, Ron used his products as a tool in filling a gap he saw created by the circumstances he faced as a child. Without a traditional family structure, his products and life focused on the kitchen which he saw as the nucleus of a home and family. He was driven to make the opportunity accessible for families to gather and create together through cooking. His goal was to bring people together for common purpose and joy — no matter their background or experience.

In addition to holding a Guinness World Record for the largest collection of olive oil and receiving numerous professional awards, Ron was also a titan in the community of business leaders. As a Director of MGM Resorts International for more than three decades, he left an indelible mark in creating Las Vegas and a global entertainment brand.

Beyond the professional sphere, Ron had many passions; he was an avid fisherman, snow skier, sailer, adventure seeker, and dog lover.

Surpassing all of Ron's professional successes was the pride he had for family and close knit collection of friends, referred to as "The Rontourage."

Above all, Ron was a devoted, loving husband, a proud father, and grandfather. He is survived by his beautiful wife of 25 years, Robin. Additionally, he is survived by his treasured daughters: Kathryn, Shannon (dec.), Lauren, Contessa, and Valentina, and his grandchildren, Rachel, Isabella, Nicole, and Asher.

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