



TikTok Sparks Opportunity for Small Businesses

Speaker Biographies

Skip Chapman, Owner & Founder, Kafx Body

[@kafx_body](#)

Skip Chapman is a seasoned entrepreneur with over 30 years of experience in business and product development. He founded KAFX Body in January 2022—a personal care brand known for its innovative, coffee-infused natural deodorants and grooming products. The brand's standout product, the first coffee-infused natural deodorant strong enough for active lifestyles and gentle enough for sensitive skin, was developed with the help of Skip's wife and triplet sons, who remain deeply involved in the company.

Before KAFX, Skip spent 17 years running JSA CrossFit, a fitness center focused on community and wellness, and since 1998, he has operated Jersey Shore Aikikai, a martial arts dojo. His ventures reflect a lifelong commitment to health and personal growth.

Skip has also harnessed the power of social media, especially TikTok, to grow KAFX Body, earning national attention for his engaging, authentic content. Based in Manasquan, New Jersey, he continues to inspire through innovation, family collaboration, and a strong sense of community.

Lilliana Kuball, Content Creator, South Jersey Foodie

[@southjerseyfoodie](#)

Lilliana, also known as South Jersey Foodie on TikTok, is a content creator with 45K+ followers and over half a million likes. She spotlights South Jersey's vibrant restaurant scene — from hidden gems to hometown favorites — helping local businesses gain visibility and grow. Passionate about supporting her community, Lilliana has collaborated with and brought in businesses like Lilliana's to share their stories and showcase the best places to eat in the region.