When the stars think of their shining award, they often overlook an important fact: they should be thanking those who created the award. Known for creating the vast majority of the shining statues and award events is David Moritz, the CEO of Society Awards.

Society Awards is the premier company responsible for the design and manufacturing of high-end custom awards and recognition products. Based in New York, Society Awards clients range from television shows to film festivals all over the country. Moritz is known for creating the Golden Globe's statuette and numerous other creations for clients like Rolls-Royce, Billboard Music, Dancing with the Stars and the Sundance Film Festival.

"Because of the award shows," said Moritz, "I got into it because one of my close friends was doing something similar and he invited me to the industry."

In fact, his career originally began in an industry that was in fact very different than the work he does now: law. "I always wanted to go to law school and I was convinced for a long time that I wanted to be a lawyer," Moritz said. "But I decided to go to law school I decided that I had a lot of the criminal work but I really gravitated towards entertainment law because it was more creative and active." But, after working as an assistant to an entertainment law partner during his time at Cardozo School of Law, Moritz soon realized that his true calling was business. "I looked at CEOs and thought about how much they accomplish and how much they get done."

"I looked at other successful companies in this industry. One day I saw that many of them did not have the customer service element that is crucial in business," he said. "I figured if we got some high profile accounts our industry would really grow and focusing on the high-end alone we started to get most of the high profile business and started to really grow."

Among the high profile accounts was also MTV's iconic moonman. "We redesigned the statue from the original 80s design," he explained. "It's much more beautiful now and much more detailed and much more correct." Before the space suit had pipes that didn't lead anywhere and didn't make sense and just a lot of details missing. I believe it's much more striking now."

Not one to be content with a singular successful venture, Moritz also created the Mode Design Group—a full service design firm specializing in brand strategy and brand innovation, packaging designs and production services.

"Running all of these companies definitely has given me a work hard, play hard kind of lifestyle."

This is perhaps an understatement, as Mode has created packaging design for some of the top companies in the world, including Pepsi, Sierra Mist, Mountain Dew, Ocean Spray, Lipton, Playboy, Marc Jacobs, Patron and Calvage.

With a successful design and a successful production company under his belt, many entrepreneurs would have sat back and enjoyed their mini empire. But this is not the case for the ever-driven Moritz.

Realizing the profitable marriage between his already successful companies, Moritz realized that he could create a high end product of his own and Vision Vodka was born.

"One of the designers I worked with had a background in spirits, and I knew that we could do unbelievable..."
able things with design and branding," he said. "I met with longtime friend and night club owner Michael Sinensky, who also said he wanted to have a vodka. It's difficult to launch a spirit, but for us everything has just gone right and we have been fortunate that our distiller created the smoothest possible taste. I really believe it's the smoothest vodka in the world and we're very fortunate."

The vodka is named for Moritz's persistent "vision" for the company and is designed to evoke ideas of clarity and purity. "We wanted a name that was easy to say and remember over something foreign that may be difficult to pronounce," he explained. A true testament to Moritz's savvy, Vision Vodka hit the market only 18 months after it had been originally dreamed up. Moritz is now working on a half dozen other spirit projects for his Ambition Beverages label. "I'm a big fan of spirits. I still enjoy all kinds of alcohol, and it all tastes good to me. I love getting to experiment with all of them."

This isn't Moritz's first experience in the alcohol industry, as he was a partial owner of a bar in college, and was known for holding the best parties in his youth. "I like to go out to clubs here and all over the world," he said. "When I was in college, Mike and I would rent out spaces and throw our own parties almost every month and bring tons of people out."

Even between the endless work and meetings, Moritz is still not one to lick back on the couch. "Running all of these companies definitely has given me a work-hard play-hard kind of lifestyle," he explains. He spends his downtime traveling, and is still close with a tight-knit group of friends from his time spent at NYU.

But, even his hobbies have work elements and during his vacation to France, he spent time researching champagne grapes for his alcohol company and even his clothing he designs himself.

"I'm really into fashion," Moritz said. I design my own clothes and I usually have a tailor change the lines and cuts. I choose fabrics, jackets, pants, shoes and everything. I would definitely be interested in opening a fashion company in the future."