

Executive Profiles

Board of Directors

Aaron Garrity

Founder/Board Chairman

Having spent more than a decade in the health and nutrition industry, founding and leading XanGo came naturally to Garrity who was part of the original team after Joe Morton's discovery of the mangosteen. *Utah Business Magazine* 2008 CEO of the Year, he has laid the foundation for the company's operations and international expansion into 23 markets. Also a 2006 Utah Ernst & Young Entrepreneur of the Year National Finalist® Award co-winner with Gary Hollister, Garrity has created programs such as the XanGo "Blink Tank," an incubator for XanGo employees' entrepreneurial efforts.

Garrity simultaneously earned an MBA and law degree from Brigham Young University while at the same time working as the marketing director for a major health and nutrition company. Having aspired as a child to become a professional singer, his discipline and work ethic in music would eventually earn him an audition with a Columbia Artist performing group that included the then undiscovered musician Lenny Kravitz.

Ultimately choosing business instead of entertainment, Garrity supervised seven worldwide divisions of a natural products company and trained thousands of independent distributors in direct selling. He implemented hundreds of product launches, including one product line that resulted in \$80 million in annual sales after two years.

Gary Hollister

Founder/Board Emeritus

Chairman of the Board and CEO from XanGo's launch in 2002 to 2006, Hollister was one of XanGo, LLCs six founding members. Under his leadership the company achieved more than \$28 million in first-year sales and has achieved more than a billion dollars in cumulative sales. Hollister remains an active chairman emeritus, lending strategic insight to the executive team and advising distributors.

After graduating from Drake University, Hollister worked at Merle Norman Cosmetics and eventually became president and COO in California. In a span of five years, he helped engineer sales going from \$60 million to \$250 million and doubled the number of stores. Hollister next became president and CEO of MEI Salons, Inc. in Minneapolis, Minn. After three years, he started the Hollister Group, a marketing organization to serve the beauty and fashion industry, where Hollister played a key role in launching the Michael Jordan Fragrance.

He was then asked to lead a turnaround strategy for the multi-level marketing company Enrich International where he introduced the company and its products to the Japanese markets. Hollister's insight proved valuable as Japan became the company's fastest growing market segment.

Joe Morton

Founder/Board Member

Morton's critical discovery of the mangosteen fruit was the inspiration behind XanGo® Juice. He was responsible for forming the independent research team that studied the fruit's potential

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range of health benefits and for guiding the team's development of the proprietary formula for the premium mangosteen beverage that came to be known as XanGo Juice.

As founder and board member, Morton retains an active role in guiding the strategic direction of the company. Having previously served as president of international and distributor relations, Morton contributes valuable oversight toward developing new and emerging markets for the company and enhancing the legendary service that XanGo has committed to provide to its global network of independent distributors. A 2007 *Utah Business Magazine* "Forty Under 40" honoree, he has been credited for helping grow XanGo to 1 million worldwide distributors.

A four-time Ironman competitor, Morton has long held a passion for health and wellness. Before founding XanGo, he received his bachelor's degree in International Business and worked for Enrich International where he was responsible for helping build the company's international footprint. This global experience has served him well in XanGo's international expansion.

Gordon Morton

Founder/Board Member

Seeing the unique opportunity that the mangosteen presented, Morton joined his brother Joe in founding XanGo and coining the company moniker by combining the words **xan**thones (vigorous phytonutrients that contain antioxidant properties) and mang**o**steen (the fruit containing xanthes and flavonoids).

An experienced direct sales distributor, he created XanGo's compensation plans along with the XanGo Goodness philanthropic program.

Growing up in a family dedicated to natural products, he studied the industry's marketing evolution from an early age. Following in his father's footsteps, Morton decided to turn his interest in the natural products industry into a profession.

His earliest experiences in marketing and direct sales date back to his graduation from Brigham Young University - Hawaii. Starting off at Enhanced Living International, Morton went on to lead marketing efforts for three additional organizations before entering direct sales as a distributor for Enrich International where he ranked as the No. 1 distributor for several years. He then moved on to executive management for a natural health supplements company as the director of global sales, retention and recruiting.

Kent Wood

Founder/Board Member

A licensed CPA, Wood joined XanGo as one of its founders and its first Chief Financial Officer where he was responsible for raising the startup capital for the company. His leadership was instrumental in paying back – more than 2½ years ahead of schedule – the initial investment by company investors.

A 2008 *Utah Business Magazine* "Forty Under 40" honoree, Wood has an undergraduate and post-graduate degree in accounting from Brigham Young University and, while attending college, also worked full time for NuSkin International. After graduation Wood worked for the accounting firm Grant Thornton where he spent two years auditing companies including Enrich International.

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NuSkin recruited Wood back to serve as controller where he helped manage more than a billion dollars in sales each year. He then became the international controller overseeing \$500 million in annual business for a large natural products corporation.

Bryan Davis

Founder/Board Member

A founder of XanGo, Davis represents the company's international interests as an ambassador to its existing and emerging international markets. In this role, Davis strategically builds relationships with key government, industry and trade representatives around the globe. Constantly traveling, Davis pushes forward an aggressive agenda to facilitate XanGo's rapid expansion.

A lawyer by education and trade, Davis has held a crucial role in XanGo's growth, guiding the company through global legal regulations, trademarks and compliance in its early years. He was also instrumental in hiring the company's general legal counsel and staff that carries out this work today.

Before founding XanGo, Davis worked in private practice as a civil attorney, and then became the director of legal services for a large international firm negotiating billion dollar transactions. Davis attended Brigham Young University and graduated with a Juris Doctorate from the University of Puget Sound School of Law.

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Executive Management Team

Robert S. Conlee

Chief Executive Officer

Conlee's nearly 18 years of executive and management experience in the direct sales industry, primarily at Nu Skin Enterprises, give him a strong foundation to work with the Board of Directors and lead the global vision and aggressive growth strategy of XanGo's founders.

While at Nu Skin Enterprises, he was Senior Vice President of Sales and Marketing and Chief Operating Officer of the Pharmanex nutritional division, which accounts for nearly half of Nu Skin's annual revenue. Conlee also served as President of Nu Skin Japan, Nu Skin's largest market and President-North Asia Region, where he was responsible for more than \$600 million in annual sales and worked with several hundred thousand active distributors.



Conlee also served his last six years on the executive committee for Nu Skin Enterprises, working with the CEO and select executives on strategic global issues, successfully driving Nu Skin Enterprises to more than 1 billion dollars in annual sales in 2004. Conlee was responsible for streamlining the ordering process by creating online and mobile phone-based distributor ordering processes, and was instrumental in implementing online distributor management tools for the North Asia region.

Conlee earned an M.B.A. from Temple University and a B.A. in Japanese from Brigham Young University-Provo.

Craig Hale

President

Hale, who joined XanGo three years ago, has been responsible for overseeing all legal affairs in the domestic and international markets where XanGo operates. He has represented XanGo in these 23 countries and been instrumental in opening key international markets.

Hale will oversee XanGo's operations including the finance, accounting, quality assurance and information technology divisions. He previously served as Chair of XanGo's senior executive team where he worked closely with other top executives to dramatically increase XanGo's profitability.

Prior to XanGo, Hale worked for the Salt Lake office of Stoel Rives LLP. At Stoel, he was a member of the firm's Closely Held Business and Wealth Management group. He also has broad experience with start-ups; business structuring and succession planning; federal, state and local taxation issues; and other general business matters.



Hale earned his law degree from the University of Utah, where he was the Clyde Fellow and an Articles Editor for the Utah Law Review. He also Graduated Magna Cum Laude with a degree in accounting from the University of Utah David Eccles School of Business.

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Nate Brown

Chief Operating Officer

Brown directs XanGo's manufacturing, supply chain, quality assurance and logistics departments. He previously worked with two large international accounting, tax and consulting firms, Arthur Andersen and KPMG.

Brian Carmack

Senior Vice President, International

Carmack oversees XanGo's growing international business including operations, sales and marketing. He joins XanGo with more than 15 years of experience in international business, including extensive executive leadership within the direct sales and nutrition industries for companies such as Melaleuca, Inc. and Weider Nutrition International.

Beverly Hollister

Senior Vice President

Hollister is responsible for XanGo's latest brand innovation – Glimpse™ Intuitive Skin Care. She has been the architect behind recruiting some of the world's foremost skin care authorities and leading research scientists to create Glimpse's proprietary scientific formulation featuring BioActiveX³ Complex, derived from the mangosteen pericarp.

Larry Macfarlane

Chief Marketing Officer

Macfarlane leads the strategic branding and marketing initiatives that help XanGo continue to make its imprint in the wellness and direct sales arenas as well as generate greater awareness among the general public. For nearly 25 years he directed successful global business and marketing initiatives for the likes of NuSkin Enterprises and MontaVista Software.

Scott Smith

Senior Vice President of Distributor Relations

Smith leads every aspect of the distributors' interaction with XanGo. He oversees department teams and initiatives with the purpose of better understanding XanGo's distributors, providing processes and programs that meet their needs, and creating positive experiences to help give distributors the confidence to share the XanGo opportunity with others.

Rob Spangler

Chief Financial Officer

Spangler is responsible for managing the financial planning and security that supports XanGo's ongoing advancement. Prior to joining XanGo, he served as a senior tax manager at KPMG and other large accounting firms.