



Executive Profiles

Board of Directors

Aaron Garrity

Founder, Chairman and CEO

In September 2002, Aaron Garrity and his partners discovered a way to bring the coveted mangosteen fruit to the global marketplace. With that, they created a whole new product category and founded XANGO, an innovative network marketing company with over 1 million distributors doing business in more than 30 countries around the world.

Under Garrity's leadership as President and CEO, XANGO bucked the last economic downturn, earlier this decade, not only surviving but *thriving* with more than \$300M in sales in its first three years. The constant drive required to maintain this type of business success comes naturally to Garrity. For example, he simultaneously earned an MBA *and* a Juris Doctorate, all while managing global marketing and product launches with millions in sales for another multinational health and nutrition company.



Recognizing his role in championing millions of home-based business owners, Ernst and Young honored Garrity with its prestigious 2006 Entrepreneur of the Year Award. Next, he earned a place in *Utah Business* magazine's "Top 40 under 40" list and then won recognition from the same publication as CEO of the Year in 2008. The magazine praised his achievements in creating a company culture based on service, creativity and leadership at every level.

Garrity currently sits on the CEO council for the World Federation of Direct Selling Associations (WFDSA), the board of directors of the Direct Selling Association (DSA) and the board of directors for the Utah Valley Chamber of Commerce. With XANGO's expansion to more than 30 international markets amid a global economic downturn, Garrity continues to press the innovation button, founding Blink Tank, an incubator for XANGO employees to develop their own start-up ideas. Music is a personal passion for Garrity who, before choosing a path in business, earned an audition with a Columbia Artist performing group featuring a yet-to-be-discovered Lenny Kravitz.

Gary Hollister

Founder/Board Emeritus

Chairman of the Board and CEO from XANGO's launch in 2002 to 2006, Hollister is one of XANGO, LLC's six founding members. Under his leadership the company achieved more than \$28 million in first-year sales and has since achieved nearly \$2 billion





in cumulative sales. Hollister remains an active chairman emeritus, lending strategic insight to the executive team and advising distributors.

Upon 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 growth from a base of \$60 million to \$250 million and doubled the number of stores. Hollister next became president and CEO of MEI Salons, Inc. in Minneapolis, Minnesota.

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. Then, another large global direct sales company hired Hollister to lead its turnaround strategy. During this time, he introduced the company and its products to the Japanese market. Hollister's insight proved valuable as Japan became the company's fastest growing market segment.

Additionally, at this point, he first worked with fellow XANGO founders Aaron Garrity, Joe Morton and Gordon Morton, and formed his passion for the life changing benefits of network marketing. Outside of business, Hollister accomplishes success with a different sort of green as an avid golfer. He has a daughter, three sons and several grandchildren.

Joe Morton

Founder/Board Member

While living in Southeast Asia, Joe Morton's discovery of the mangosteen fruit as a global product opportunity inspired the launch of XANGO® Juice. A passionate advocate of the network marketing lifestyle, Joe has dedicated his executive career to driving a global evolution in distributor relations, building dialogue with leaders at every level of XANGO's vast network.

Cultivating a worldwide marketplace for a revered botanical is natural fit for Joe. He gained knowledge of professional networking and natural products from his father, who ran the Canadian division of a multinational network marketing company, and his mother, the owner of a popular Canadian health food store.

A six-time Ironman competitor named by a magazine as Utah's "Fittest Executive," Joe is known for his tireless efforts on behalf of XANGO's more than 1 million distributors worldwide. He invests hours each day in dialogue with distributors in XANGO's 34 plus global markets. Joe's determined mantra of discovery and recognition of "new leaders" has propelled XANGO's phenomenal growth and field success stories.

Before founding XANGO, Joe led international business and global expansion for several network marketing corporations. As he helped build the new international





footprint of the direct sales industry, Joe immersed himself in the culture of each market and cultivated relationships with leaders worldwide. Today, Morton contributes his time and resources to causes at home as well as abroad. In addition to leading several charitable missions through the XANGO Goodness Foundation, he also serves on the board of the Utah Valley Chapter of the Boys & Girls Club and as a scout master for the Boy Scouts of America.

Gordon Morton

Founder/Board Member

An innovative marketing mind, Gordon Morton pioneered a host of opportunities for XANGO – from the category-creating introduction of the first premium mangosteen beverage (XANGO® Juice) to the first jersey-front sponsorship in U.S professional sports with Major League Soccer’s Real Salt Lake (RSL) team.

In fact, Morton coined the company moniker: combining the words **xan**thones (vigorous phytonutrients that contain antioxidant properties) and mang**o**steen (the fruit containing xanthenes and flavonoids) into **XANGO**. Marketing a globally successful natural product is no surprise given Morton’s roots; his mother ran a small retail health food store and his father established the Canadian division of a multinational natural products company. Years later, after university, Morton was a globally successful direct sales distributor prior to founding XANGO.



Morton’s contributions to XANGO include creating its best-in-class compensation plans, developing XANGO.TV – the video-sharing Web site for distributors’ use in buzz marketing and spearheading the XANGO Cup, in which RSL competes annually with an international powerhouse (for example, Mexico’s premier soccer club in 2009) in a friendly match. Morton is an active member of RSL’s Community Council, and the *Salt Lake Tribune* recognized him as a Top 25 most-powerful sports figure in Utah. *Utah Business* magazine designated him a “Top 40 under 40” honoree for his business accomplishments.

Additionally, Morton champions charitable efforts, globally and close to home. Morton nurtured the philanthropic XANGO Goodness movement, which made its first donation well before the company turned its first profit. While retaining corporate giving, Morton’s extended the program into the XANGO Goodness Foundation, with 501(c)(3) status, to help even more people in need. Of particular interest is improving the lives of children at home and around the world and mobilizing to address disasters and crises. This humanitarianism led to Morton being honored as the recipient of a Corporate Social Responsibility Award from the World Summit for Young Entrepreneurs in Sao Paulo, Brazil, and most recently earning a 2009 National Charity Award.



Kent Wood

Founder/Board Member

A licensed CPA, Kent Wood joined the XANGO founding team as its first Chief Financial Officer. In this capacity, he was responsible for raising the startup capital for the company, certainly a significant challenge during the post-9/11 economic downturn. Not only did Wood accomplish this gargantuan task, his leadership was instrumental in paying back the initial investment by company investors – more than 2½ years ahead of schedule.

A 2008 *Utah Business* magazine “Forty under 40” honoree, Wood’s career has been marked by a strong work ethic and an unparalleled knowledge of financial management. Wood has undergraduate and post-graduate degrees in accounting and worked full-time for another direct sales company while attending college. After graduation, Wood worked for the accounting firm Grant Thornton where he spent two years auditing large corporations.



Recruited back to serve as controller of a large direct sales company, 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 another large natural products corporation. It was no small amount of money to oversee, but Wood did so with tremendous care and success, an example of the good stewardship he brings to XANGO.

Wood takes part in XANGO’s global charitable efforts, as well as contributing to the local community. For example, he serves on the advisory council of a major university’s athletics program and has been President of the American Institute of Certified Public Accountants (AICPA) local chapter. A lifelong sports fan and participant, Wood appreciates the accomplishments of sports stars John Stockton, Steve Young and Dale Murphy. Seeing beyond raw talent, Wood recognizes that these athletes had the discipline necessary to prepare themselves properly and the dedication to help their teammates succeed, fine examples for his career.

Bryan Davis

Founder/Board Member

A founder of XANGO, Bryan Davis represents the company’s international interests as a global 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.

As an example, Davis and other XANGO leaders recently hosted a trade delegation representing the Royal Thai Government, led by Ms. Chantira J. Vivatrat, executive director of Thai Trade Center in





Los Angeles and commercial consul to the Royal Thai Consulate Los Angeles. During the visit, the delegation recognized XANGO's "creative use of mangosteen," the national fruit of Thailand.

More often, Davis visits the home turf of current and potential ingredient sources and distributor networks, building relationships with royalty, governments, cultural leaders and other gatekeepers to advance XANGO's interests. Constantly traveling, Davis works relentlessly to facilitate XANGO's rapid expansion and support the company's global network of more than 1 million distributors. A lawyer by education and trade, Davis has played a crucial role in XANGO's sustained 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 earned a Juris Doctorate from the University of Puget Sound's School of Law. A believer in XANGO's charitable initiatives, Davis participates in volunteer efforts to improve communities locally and abroad. Additionally, he contributes his acumen as a board member of the World Trade Center of Utah.



Executive Management

Nate Brown

Chief Financial Officer

Brown oversees XANGO's global finance and accounting departments while also directing the company's global growth strategy with regard to manufacturing and distribution. He has been instrumental in streamlining XANGO's supply chain to ensure the highest quality assurance and championing XANGO's continuous improvement in on-time delivery to its global customers from over 25 operating centers. Brown previously worked with two large international accounting, tax and consulting firms, Arthur Andersen and KPMG.

Beverly Hollister

Senior Vice President of Business Development

Hollister is responsible for XANGO's personal care brand innovation – Glimpse® Topical Skin Nutrition – and its newest personal care line Juni™ Family Care. She was 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. Frequently traveling to support Distributor success, Hollister motivates Distributors to pursue their dreams as successful entrepreneurs.

Scott Smith

Senior Vice President, Americas

Smith utilizes his many years of executive experience at the company, across several disciplines, to support aggressive growth initiatives for North and Latin America and help Distributors reach their potential for success. Instrumental in collaborating with Distributor leaders to enhance the company's field training program, Smith is focusing his team on providing legendary customer service as a key value.

Daniel Laroque

President, EU, CIS, South Africa

Laroque delivers the XANGO opportunity to CIS countries including Russia, the Ukraine and Kazakhstan as well as XANGO's European markets and South Africa. He ensures the proper resources are aligned to drive strong growth in the EU, CIS and South Africa markets over the long-term. Over the past 25 years, Laroque has dedicated his professional life to executive management in Europe. He has helped many companies open and develop new markets – impacting tens of thousands of lives through a life changing business opportunity, and products.

Michelle Wilson

General Counsel

Wilson plays a key role the development and execution of an effective legal strategy as XANGO continues to launch new products and expand into new international markets. She provides strong leadership and strategic counsel to XANGO's Board and executives, which enable seamless global expansion. In addition to her leadership at XANGO,



Wilson is a well respected member of Utah's legal community, with 16 years of legal experience.