

## Executive Leadership

XanGo, LLC, was founded by an innovative team of executives dedicated to leading their category with the world's best mangosteen products. The founders' combination of vision, product focus, industry experience, business acumen and communications savvy has driven XanGo to rank among the fastest growing brands in the marketplace. Leading a surging global network of enthusiastic independent distributors, the executive team is poised to ensure that XanGo progresses without limits.

### Aaron Garrity

#### President and CEO

Aaron Garrity earned an MBA and a law degree from Brigham Young University and simultaneously excelled as the marketing director for a major health and nutrition company. His secret? FOCUS. Garrity believes that you can't succeed without it. Focus has strengthened Garrity in his career choices and helped him realize the potential of the mangosteen.

Garrity spent more than a decade in the health and nutrition industry and was accountable for marketing plans that implemented hundreds of product launches. One product line alone resulted in \$80 million in annual sales after two years. Garrity has been responsible for seven worldwide divisions of a company and, as a talented and dynamic presenter, trained hundreds of independent distributors throughout his years in direct selling organizations.

Garrity learned discipline at a young age growing up as a singer while learning the direct correlation between focus and success. Steady training landed him an audition with a Columbia Artist performing group that included a fellow young, unknown talent named Lenny Kravitz. Fortunately for the natural products industry, Garrity pursued other endeavors and carried the discipline from long musical rehearsal to his business training and eventually to his work with XanGo.

A philanthropic man known for his professionalism, Garrity lives with a relentless drive to succeed and a pattern of stratospheric success. What does a man like this read? Try, *As a Man Thinketh* by James Allen, at Garrity's favorite restaurant, Les Soufflés, in Paris, France.

### Gary Hollister

#### Chairman of the Board

Impressive visionary abilities aside, XanGo Chairman of the Board Gary Hollister did not always see himself working for a category creator. He grew up working for Merle Norman Cosmetics and after college graduation at Drake University, became their president and COO in California. In just five years he grew their sales from \$60 million to

\$250 million, soon moving on to the next challenge of becoming president/CEO of MEI Salons, Inc. in Minneapolis.

After three years in the “City of Lakes,” Hollister moved cross-country to start the Hollister Group, a marketing organization that serves the beauty and fashion industry. He stayed three years and was a major player in the launch of the Michael Jordan Fragrance.

Recognized for re-inventive success, Hollister was asked to lead a turnaround strategy for Enrich International, where upon he was instrumental in opening the Japanese markets, the fastest growing market for Enrich. When sales and revenues were steadily and dramatically increasing, Hollister decided to move on to the next budding company that could use his insight.

In 2002, Hollister became chairman and initial CEO of XanGo, LLC. After envisioning past companies’ potential and sweetening their earnings hundreds of times over, Hollister became one of six men to be credited with turning xanthonenes into XanGo® Juice. When Hollister isn’t running a company, speaking or increasing company revenues and earnings, he accomplishes success with a different sort of green as an avid golfer. He has a daughter, three sons and several grandchildren.

## **Joe Morton**

### **President of International and Distributor Relations**

A true Ironman, Joe Morton has successfully completed five annual competitions since 2002 that consist of two and a half miles of swimming, 112 miles of biking and 26.2 miles of running. These events take dedication and an iron-will to succeed. To Morton, an Ironman marathon is a vigorous warm up for his daily responsibilities directing XanGo’s worldwide distributor relations and tremendous international growth.

Before becoming president of international development and distributor relations at XanGo, Morton received a bachelor’s degree in International Business from Brigham Young University and began work for Enrich International opening offices around the world. He incorporates this global experience to aid XanGo’s international expansion and speaks fluent French.

Morton was absolutely fundamental in XanGo’s beginnings. While working in South East Asia, he discovered a delicious new fruit smaller than a peach called the mangosteen. Trusting his instinct, he recognized this fruit as unique and valuable, so he formed an independent team and began researching the mangosteen’s biological properties. Driven by their research, Morton and his team developed a proprietary formula to create a xanthone-based dietary supplement.

Morton lives in Utah with his wife and children. He plays sports often and coached the Springville High School Hockey Team to 2<sup>nd</sup> in the state in 2004. When Morton is not running an international company or a marathon, he enjoys playing the guitar and reading.

## **Gordon Morton**

### **President of Sales and Marketing**

Gordon Morton believes communication is an art. Creatively driven, he grew up in a family committed to natural products and early on observed the marketing evolution in the industry. Gordon calls on his study of the industry and his experience as a full-time distributor for a national, industry-leading dietary company in his everyday work overseeing marketing and sales for XanGo.

A diligent marketing scholar, Gordon has engaged in marketing or direct sales since his Brigham Young University graduation. He started at Enhanced Living International and went on to lead marketing efforts for three additional organizations before entering the world of direct sales as a distributor for Enrich International. After ranking as the number one distributor for several years, he moved on to executive management for another company as the director of global sales, retention and recruiting. His energetic marketing strategy helped establish the XanGo brand in international markets across the globe in less than three years. The creative side of Morton led to the origination of XanGo's company name, where he coined the term using two words – xanthonenes and mangosteen.

Known as the communicator, Morton believes the key to success in direct marketing is listening, understanding and acting upon the testimonies of field distributors.

## **Kent Wood**

### **President of Operations**

Although Kent Wood is licensed as a CPA, with undergraduate and post-graduate degrees in Accounting from Brigham Young University, his brilliant money-managing skills surpass those of any ordinary accountant. Before joining XanGo, Wood worked full time for NuSkin International, a company that did over a billion dollars a year in sales. Wood received his diploma and spent two years auditing several Utah-based companies such as Enrich International as part of the accounting firm of Grant Thornton. After NuSkin recruited him for three years to work as a controller, Wood decided to go global.

Wood became the international controller for a large natural products corporation, a \$500 million and worldwide company. It was no small amount of money to oversee, but Wood did so with tremendous care and success, which helped him elevate into the position as CFO, then COO of XanGo.

Now, as President of Operations, Wood is responsible for handling XanGo's operations, manufacturing, supply chain, logistics and quality assurance departments. Wood personally built an accounting and finance team that has managed industry record-setting growth.

A connoisseur in auditing fast-growth nutritional companies and successfully managing their finances, Wood takes on his role managing XanGo's skyrocketing revenues with zealous expertise.

## **Bryan Davis**

### **Executive Vice President, International Relations**

As a young Boy Scout, Bryan Davis was taught citizenship, service and leadership. Now a successful businessman, Davis has taken those values to enrich his position as executive vice president of XanGo, handling international relations for the fast-growing company.

Davis attended Brigham Young University and later earned his legal stripes at the University of Puget Sound School of Law where he received his Juris Doctorate. Using his intelligence and ability to work with people, he navigated his way through a private practice as a civil attorney, and then became the director of legal services for a large corporation; wherein, responsible for legal needs in human resources. Soon following, Davis became a part of global enterprises, negotiating billion-dollar contracts along the way.

Davis plays a major role in XanGo's growing communication initiatives with federal and state legislators. Not only does Davis concern himself with worldwide trademarks and domestic and global compliance, but he also enjoys outdoor sports with his wife and children.