
Aaron J. Webber

CEO / President / Managing Director

International Marketing & Sales // New Market Start-Up and Development // Global Branding // Complete P&L and Strategic Oversight // Training, Motivating and Mentoring // Executive Management Startups & Turnarounds // Corporate-wide take-over merger and buy-out...

A dynamic, entrepreneurial-spirited executive with strong strategic, international/global, creative, analytical and leadership skills able to guide projects and markets from inception through completion. Adept at working within large and small corporations, both within the direct selling channel and global markets. Effective natural leader with strong communication, motivation and public speaking skills.

Conceived and launched new markets achieving \$100+ million in their first 12 months; turned around failing companies to stabilize and make them extremely profitable. Brings order and forward momentum to chaos.

PROFESSIONAL EXPERIENCE

Webber Investments LLC, Orem, UT
2/2006)

8/2005-Present (full-time since

Founded private equity, international consulting, and property investment company.

CEO

Founded private investment company to manage private equity, property, currencies and internal business consulting

- Lead overall investment decision and strategy
- Consult for international clients

Unicity International Inc. Orem, UT

7/2003-2/2006

A privately held direct selling company focusing in nutrition and personal care

PRESIDENT AND CO-CEO

Together with one partner, put together MBO to buy Unicity from the, then, Dutch public parent company. Put together the offer, the funding, and the transaction in 12 days.

- Led management buy-out
- Restructured entire corporation. Branding, Compensation Plan, Management, Strategy, Direction, Supply Chain. IT systems
- Grew Sales by 35% over the period
- Increased profitability from \$20+ million loss in 2002 to significant profit in 2004 and larger in 2005.
- Bought unity and focus to field leadership and distributors
- Led discussion and negotiations with MOFCOM in people's republic of China on direct selling and direct selling legislation.
- Restructured supply agreements and full supply chain reorganization.
- Implement complete new back office and distributors support IT systems
- Rationalized and regionalized operations. Reduced global SG&A by 45%
- Bought new unity to field organization and field and management
- Organized and implemented full company-wide distributor training program.
- Liaised with banks, industry groups, VC funds and public company partners/previous parent company.

Unicity International Inc., Orem, UT

6/2001 – 7/2003

A division of a Dutch public company. A direct selling company focusing in nutrition and personal care

EXECUTIVE VICE PRESIDENT

Was project-lead in the formation of Unicity International Inc.,--from the merger of Enrich and Rexall. Bought together two groups of distributors (both over 200,000 each). Bought order, common strategy, joint mission and direction to previously competitive groups, both in the field and management.

- Project lead for merger with Rexall Showcase International
- Rationalized offices in countries where duplicates existed
- Merged companies, distributor forces, compensation plan, product range, training programs and motivation of global sales force.
- Recruitment of key leaders into Unicity.
- Restructured and implemented full new-company branding, PR and imaging program.
- Oversaw opening of two new markets
- Responsible for entire operations of all international markets and for complete “offence” (sales and marketing, customer service, field training and development, product development) for US and Canadian markets—(basically all functions except for purely corporate functions).
- Hired, trained, lead and motivated all senior international and non-corporate staff
- Reported directly to Board of Directors. Reported personally monthly to Dutch parent company
- All on time and on budget

Enrich International Inc., Orem, UT

7/1997- 6/2001

Manufacturer and Direct marketer of nutritional and personal care products. Owned by Hunter Capital LLC.

VICE PRESIDENT, INTERNATIONAL,

Was employed to bring order, structure, growth and profitability to international operations. Prior to joining Enrich was doing (internationally) \$10 million per year in revenues with \$5+ million in losses. Enrich was a very successful domestic operation but was failing internationally.

- Increased revenues to \$200+ million and over 120% of company profits
- Led opening of Japan—best ever first year in Japan of any Direct selling company
- Opened eight other new markets.
- Designed and completed new global training, compensation and recognition programs.
- Project lead on sale of Enrich to Royal Numico BV. Led the transition team and field education program.
- Restructured existing international operations to make significant contributions to the group.
- Liaised with governments, consultants, distributors and all stake holders in process

Pacific Marketing Alliance Limited. (PMA), Auckland, New Zealand

2/1996-7/1997

Privately owned direct selling (party plan) company based in New Zealand, but with operations in New Zealand, Australia, and Singapore. Sold children's Educational toys and home Textiles.

MANAGING DIRECTOR

Formed PMA to buy Elmon Enterprises from other partners and push to next level prior to selling to a private group of investors

- Restructured entire company.
- Formed JVs with companies in India, Singapore, Pakistan, Korea and Hong Kong
- Grew revenues by 75% and profits by 350%
- Consulted for Albert D'Arnal and Yves Roche on their direct selling entry into Australia and New Zealand.

- Augmented product range and supply channel with new complementary product range.
- Changed from being solely in-house manufacturing to a mixture of importing fully made products and in-house manufacturing.

PRIOR EXPERIENCE

ELMON ENTERPRISES LIMITED, *Auckland, New Zealand, Sydney Australia, Singapore* 1986-1997
General Manager, Group Marketing Director, Group Managing Director. Started Australia and Singaporean operations, managed markets sales, finance, manufacturing areas. Eventually managed entire group. Eventually was invited to become partner and part-owner.

NATURES SUNSHINE PRODUCTS INC, *Auckland New Zealand.*
Assistant General Manager

EDUCATION

UNIVERSITY OF CHICAGO (BOOTH) GRADUATE SCHOOL OF BUSINESS, Chicago, IL (MBA (Honors), 2010)

BRIGHAM YOUNG UNIVERSITY, Provo, UT (Bachelor of Science, 1989) Major: Finance; Minor: Economics

AUCKLAND UNIVERSITY. Auckland New Zealand. (Bachelor of Commerce) Major: Accounting (transferred to BYU above)

INDUSTRY GROUPS

- Chairman of US DSA International Council
- Member of US DSA Board of Directors
- Member WFDSA (World Federation of Direct Selling Associations) CEO Council
- Member WFDSA Board of Directors
- Member of board of directors “Make Life Better” foundation
- Chair of UVSC CAL (Utah Valley State College Center for the advancement of Leadership)
- Candidate for Utah Entrepreneur of the year

GENERAL BACKGROUND

A high energy, high results individual, Aaron has lived in six countries and done business in over 35. He is a strong leader who actually enjoys the usual ambiguity in a global business. Bringing order to chaos, creating something from just an idea. Starting a business from the ground up, turning an under-performing one around. Having the (an) idea, planning, strategizing, and executing to the plan are all his passion.

He enjoys working with people, leading them, training them, having them become productive and active participants in the “whole” is one of his specialties.

Aaron sees the gestalt. Is able to break it down, plan, strategize and order the parts and then bring them together in a coordinated and productive whole.

Aaron is a seasoned international business person with both a great depth and breadth of experience both in direct selling and in international business. Aaron “gets ‘stuff’ done.”