



Amber Olson Rourke
Chief Marketing Officer

Amber Olson Rourke leads a team that is responsible for all branding, creative services, communications, public relations, events, digital marketing and social media at Nerium International™. As a member of the core executive team, Amber helped set and execute the strategy that led Nerium to be the youngest company ever to earn a place on the *Direct*



Selling News Global 100 List in 2013, as well as receive the prestigious Bravo Growth Award from *Direct Selling News* for hitting \$100 million in sales during its first full year of business. In 2014, Amber received multiple industry recognitions including the *Direct Marketing News* 40 Under 40 list, the Best in Biz *Marketing Executive of the Year* Silver award, and several Stevie awards including the *Women Helping Women* Gold award. Most recently, Amber was named the 2015 *Top Female Executive* by *ADDISON Magazine*. She has also been profiled alongside other Nerium top executives in both *Direct Selling News* and *SUCCESS from Home* magazine.

Amber also plays a key role in the culture at Nerium and helps drive the company's vision of "Making People Better." She assisted in developing Nerium's core values and leads a corporate culture committee, which ensures that the core values are represented throughout the company. Additionally, Amber launched a partnership between Nerium and Big Brothers Big Sisters of America for North America, spearheading a fundraising effort that has yielded over \$2 million since the partnership began in 2012, making Nerium the largest corporate workplace donor. In 2015, Nerium was awarded the Big Brothers Big Sisters President Award, the highest corporate award, for its commitment to strengthening existing campaigns, leading new initiatives, expanding brand reach and elevating fundraising efforts.

Amber has established a partnership with the SUCCESS FOUNDATION to host teen workshops across the country. These workshops teach kids the skills needed to achieve their dreams. To date, thousands of teens have attended these free workshops. Amber is also featured in *Success for Teens*, the book from which the workshops are based. Since its publication, *Success for Teens* has been donated to more than two million teenagers nationwide.

Prior to working at Nerium, Amber owned a medical spa, where she often noticed her clients using products that never lived up to the results they expected after seeing the before and after photos. This frustration fueled her passion to represent a product that was based on patented skin care technology and that offered real, noticeable results.

Amber is passionate about helping people achieve their dreams – especially women. A frequent keynote speaker at Nerium events— which draw audiences of 10,000 people or more— Amber encourages women to put their "calling before their comfort." She has hosted women's workshops and teen workshops across the country and is on the Advisory Board for *Live Happy* magazine and the National Acts of Happiness campaign.