



## Deborah K. Heisz

### President and Chief Operating Officer

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With more than 20 years of leadership experience in a variety of roles within the multibillion dollar direct selling industry, Deborah K. Heisz has successfully built strong teams and led them to embody the company vision and culture to achieve strategic goals. An entrepreneur at her core, Deborah brings solid experience in strategic planning, new business development, new product development, information technology, creative services, branding and publishing to her role as Nerium International's President and Chief Operating Officer.

As President and Chief Operating Officer, Deborah has successfully chaired the company's global steering committee and directed the leadership team to position the company for new growth domestically and internationally. Deborah is driven to ensure that Nerium U.S. and international teams continue to move forward as a unique model of positivity, diversity, innovation and integrity in the worldwide direct selling industry.

In addition to her position as Nerium's President and Chief Operating Officer, Deborah maintains her role as Chief Executive Officer of Live Happy, LLC. Deborah is the co-founder and editorial director of the positive lifestyle magazine *Live Happy* and the happiness movement. She is also on the Board of Directors for International Positive Education Network (IPEN) and was recently inducted to the prestigious Happiness Hall of Fame <http://happinesshalloffame.com/>. Deborah is also the author of [\*Live Happy Ten Practices for Choosing Joy\*](#). Before leading the Nerium and Live Happy teams, she served as the founding editor-in-chief of the current *SUCCESS* magazine.

A graduate of Texas Tech University with a bachelor's degree in English, Deborah holds an MBA from The University of Dallas.

Deborah resides in Dallas, Texas, with her three children and spouse. Her greatest source of joy and wonder is watching her kids learn, experience life and ask questions without filter. She also enjoys spending time in the great outdoors with her family and her three dogs.