



Jeff Olson **Founder & Chief Executive Officer**

Jeff Olson, Founder and CEO of Nerium International™, is a dynamic and visionary leader who has served in many executive roles across different business channels and companies. He is also a best-selling author and speaker.



Jeff has helped thousands of people build successful direct sales businesses worldwide. He has spoken to thousands of audiences around the world helping them achieve the success they desire. Over the past 20 years, Jeff has helped grow companies into massive successes by creating proven systems designed to empower people to succeed, whether they are new to the industry or a 20-year veteran.

Jeff earned his business degree from the University of New Mexico. While in graduate school, he was hired by Texas Instruments and went on to become the manager of the intelligence systems division.

Jeff eventually left corporate America to become an entrepreneur. He launched a couple of successful businesses, and it was during that time that he was introduced to direct sales. He fell in love with the business model as he saw it as a way he could help people achieve their dreams; there was no glass ceiling and there was an opportunity for all to succeed.

He went on to become a National Marketing Director for National Safety Associates (Juice Plus) and the top distributor and eventual CEO for Quorum Electronics, a publicly traded company based in Hong Kong. He then founded The People's Network (TPN), the first and only direct sales company that built a satellite network and produced hundreds of television programs on personal excellence in health, family, relationships and finances, with authors such as Brian Tracy and Jim Rohn. As the CEO of TPN, Jeff solidified his reputation as a thought leader in personal development.

From there he went on to become a senior consultant, working with the executives and board of directors of Pre-Paid Legal a NYSE company, now known as Legal Shield to help significantly grow the company.

In 2011, Jeff founded Nerium International, which has earned a string of accolades due to the success of its exclusive, scientifically-based anti-aging products. Nerium made its debut on the 2015 *INC* 500 list of fastest growing companies in America at the #12 spot overall, and #1 in the

consumer products category. In its first four years, Nerium reach a cumulative one billion dollar in sales earning a spot on the DSN Global 100 list and the DSA Top 20 Companies List. Nerium's products have been featured in the *New York Times*, *Shape* and *Cosmopolitan*.

Jeff has been featured in *Forbes*, *Entrepreneur*, *Success from Home* and the *Wall Street Journal*. He authored the *USA Today* best-selling book, *THE SLIGHT EDGE*, which outlines his key principles for helping people transform simple daily choices into the massive success and happiness they desire. He also worked with the SUCCESS FOUNDATION to develop *SUCCESS for Teens: Real Teens Talk about Using the Slight Edge*, which is based on principles from his book. *Success for Teens* has been distributed to almost two million teenagers nationwide.

Jeff is fueled by his passion to make the world a better place. He founded *Live Happy* magazine to help teach people the principles of positive psychology and through Live Happy, he has helped fund the International Positive Education Network. Jeff has addressed the UN on the topic of global happiness and has been inducted into the Happiness Hall of Fame.

Jeff serves on the board of the Nerium Ripple Foundation, through which he has helped raised \$3.5 million for Big Brothers Big Sisters (BBBS) and World Vision International. For its charitable work, Nerium has been awarded the President's Award by BBBS, the highest honor the organization bestows.

Jeff's belief is that a company is only as good as its culture, and in all that he does he ensures he puts people over profits and creates purpose and meaning into the DNA of his business philosophy.