



Daren has always felt the need to work, even as a young man. He was often found working several jobs throughout junior high and high school to save money and become financially independent.

Daren graduated with high honors with a degree in Accounting from one of the best accounting programs in the country at Utah State University. He was able to do so despite working 50-60 hours per week at a local retail establishment, running several different departments for them as well as running a successful carpet cleaning business with a friend. Upon graduating, Daren was offered jobs at some of the most prestigious consulting and auditing firms in the world, and decided to accept an offer from Arthur Andersen in Salt Lake City, Utah. Only two candidates from across the country were hired for the Salt Lake office, and Daren was fortunate enough to be one of them. During his six years at Arthur Andersen, LLP, Daren was informed by the managing partner that he was the most productive and innovative employee at the firm for each of the six years he worked there. While working there, he was able to work with prestigious clients such as Bank of America, Nucor Steel, and Nature's Sunshine Products, Inc.

After six years at Arthur Andersen, LLP, Nature's Sunshine Products hired Daren to oversee their international finances. At that time, the company was struggling a great deal in each of its international markets and was losing money. They knew they needed expertise to get their international operations in order. During a short period of time, Daren was able to formulate a financial strategy to simplify the operations, allowing them to quickly analyze the business, make adjustments, and become profitable. This technique was recognized by Ernst & Young, and Daren was given a "Going International" award by that firm for his innovative ideas in controlling and growing International markets. Shortly thereafter, the Chairman of the Board, Christine Hughes, approached Daren and asked him to step out of finance area completely and oversee the international operations of Nature's Sunshine Products. Daren accepted on the terms that he would be given the reigns and be able to grow that market to be a significant part of the NSP business. Although the Board literally laughed at his vision and proposal, they accepted it and Daren went to work - determined to prove them wrong. The international division quickly began to grow, and continued to grow each and every month. Ultimately it became approximately 63% of sales and 70% of profits for the company. Total company sales reached approximately \$370 million (from approximately \$40 million when Daren was introduced to NSP) and Daren oversaw \$233 million as well as close to 400 employees.

Around the year 2000, Daren was introduced to a struggling company, Synergy Worldwide. Daren took interest in the security of its distributors and decided to acquire Synergy Worldwide for Nature's Sunshine Products. At this time, Daren served as President, International as well as CEO for Synergy Worldwide. Nature's Sunshine did not want the risk of Synergy in the United States due to a perceived conflict with NSP, so Daren personally accepted all responsibility for Synergy Worldwide and even owned the North American Division outright in the United States until he was able to turn their sales and growth around. Once the risk had passed and the division was hitting record growth, he gave ownership back to Nature's Sunshine Products. He also acquired a struggling business in Russia and merged it into Nature's Sunshine Products. This subsidiary has become the most profitable subsidiary in Nature's Sunshine operation, and remains the most profitable of Nature's Sunshine Products. It is safe to say that Daren's decisions to acquire these two operations saved Nature's Sunshine Products and allowed them to maintain stable growth. Under Daren's direction and guidance as CEO, sales increased from \$3 million to \$83 million with record profits.



Daren has the ability to merge companies together and make them profitable. At the time he left Nature's Sunshine Products, stock was increasing to an all-time high, and the international division was clearly the driver as recognized by the Board of Directors in a letter to all employees as they all received a record bonus. Daren was recognized by Adams Harkness & Hill as an "individual who clearly outperforms all competitors in international markets."

After leaving Nature's Sunshine Products, Daren became part owner at a company he co-founded called GoYin. GoYin was a thriving company with Daren being responsible for recruiting all leaders into the company. The company was acquired in 2008 by Genesis Today directly as an attempt to hire Daren to run their MLM division. Daren was able to successfully merge GoYin with another network marketing company, Genesis Secret, to form Genesis PURE™. Daren joined Genesis PURE under the stipulation that he would keep all of his employees and be able to manage it in a way that would grow the company. He was able to keep every single leader engaged despite a massive reorganization of the compensation plan and product line. This was done despite the fact many products were also offered in stores by the parent company causing confusion. He was able to guide this company into profitability in a very short period of time and sales grew every single month since the merger.

Genesis PURE has quickly become renowned for its innovation and for how it treats its Independent Business Owners. The company has one of the highest retention rates in the market and has clearly continued to grow each and every month, with triple digit growth rates the first months of 2012 as compared to 2011.

In summary, Daren Hogge is a unique anomaly in the network marketing industry for the following reasons:

- 1) Daren has never lost money in any of the companies he has operated.
- 2) Sales have reached record levels in every entity that Daren has been involved in.
- 3) The retention rates of each company have reached an all time high during Daren's tenure. This critical aspect of management is reflected in sales and profitability.
- 4) Employee turnover is almost zero under Daren's direction and he has the unique ability to assemble teams that always outperform competitors in terms of productivity.
- 5) His reputation of being honest and having integrity benefits any organization that Daren has been associated with.
- 6) Daren has a unique ability to find value in struggling companies, bring them into the fold, and keep all leaders engaged and thriving.
- 7) Having overseen over \$3 billion in sales and directly creating many millionaires as a result of his actions in his 24 years of industry experience, gives Daren a experienced perspective in running any network marketing business

Overall, Daren is a unique individual who has clearly demonstrated capability to guide companies with profitability and record growth, bringing massive valuation to the share holders and all stake holders.

