



ASEA® EXECUTIVE TEAM

VERDIS NORTON



Founder, Retired

Verdis Norton, now retired, built a distinguished career leading billion-dollar companies. He served as vice president of strategy for Kraft Foods and as an executive and strategic consultant for multiple Fortune 500 companies. In addition to his experience as a corporate executive, Verdis also developed a proprietary strategy and business planning system now used by a number of companies around the world. His immense strategic experience brought ASEA to the worldwide marketplace and guided the company through the early phases of business growth. While his focus has shifted to enjoying more time with his family, Verdis still appears at select company events.

JAMES PACK



Founder, Retired

James Pack, retired, is a highly capable executive who brought years of management experience to ASEA. While in his 40s, he retired from an extremely successful career in the telecommunications industry. Never one to relax, James followed that retirement with a second successful career in real estate development before meeting Verdis Norton and co-founding ASEA. His organizational and operational expertise blended perfectly with Verdis's strategic leadership and helped lay a foundation for growth and corporate achievement for the company. James is passionate about golf and is an avid aviator.

TYLER NORTON



Founder

Tyler Norton brings to ASEA a foundation of nearly two decades' experience in the financial services and management consulting industries. His proficiency includes nine years of vice-president level leadership. Along with his father, Verdis Norton, Tyler co-founded StrategicLink, a management consulting firm dedicated to teaching strategic planning processes. Tyler has taught and consulted on this process to literally thousands of individuals, companies, and nonprofit organizations across the United States. In addition to his diverse executive leadership and broad consulting experience, Tyler has a deep commitment to the culture of ASEA and to the humanity of business. He has a passion for teaching, inspiring, and motivating people to reach their full potential and become the very best they can be. Tyler is a talented bass guitarist. He and his wife Allison have six children.

EXECUTIVE COMMITTEE

CHARLES FUNKE



Chief Executive Officer

In his role as CEO, Charles Funke leads the development and implementation of ASEA company strategy. He is a member of the board of managers and serves as a liaison between ASEA management and the board. Charles serves on management committees, assesses and manages principal risks and ensures corporate citizenship and social responsibility wherever ASEA does business. He maintains active affiliation with field associates, overseeing broad-reaching policies that directly affect them, and is likewise in close communication with shareholders, employees, government authorities, and the public. Charles assumed the role of CEO in January 2014 after serving as executive vice president at ASEA; he joined the company in 2011. His strong background in sales and marketing-driven distribution models, attained during his 17 years in the financial services industry, provides a basis for his acumen in leading a company with a worldwide salesforce. Charles has previously held chairman, president and CEO positions at Beneficial Investment Services and served as an officer with the Principal Financial Group. He has worked for two Fortune 100 companies. His undergraduate degree is from Brigham Young University, and he earned an MBA from Bellevue University. When he is not working, Charles enjoys spending time with his wife and four children.

JAROM WEBB



President

As president, Jarom Webb oversees ASEA's global growth, operations and finances. He sits on the board of managers and the executive committee, which direct the planning and execution of the company's strategy and global policies. Prior to his appointment as president, Jarom served as ASEA's chief operating and financial officers. Jarom brings to ASEA nearly a decade of experience in the direct selling industry in addition to strong experience with large multinational companies outside the industry. Before joining ASEA, Jarom led treasury, risk management, finance and international development for an \$800 million multinational direct sales company. He has also previously held senior financial positions with two publicly traded global technology companies and consulted a variety of startup and large conglomerates while working for KPMG, a \$25 billion global audit and consulting firm. Jarom holds a bachelor's degree in accountancy from Brigham Young University and an MBA from the University of Utah. He and his wife Adrien keep very busy with their five daughters and one son.

KURT RICHARDS



Executive Vice President

As ASEA's executive vice president, Kurt Richards oversees all of the company's marketing as well as research and development. He is a member of ASEA's executive committee, the fundamental decision-making body of the company. Kurt also heads up the compensation committee, directing all aspects of field associate commission structure. Kurt brings nearly two decades of direct sales and global business experience to ASEA, along with singular expertise in international development. He has done business on six continents and has played key roles in four successful from-the-ground startups. Kurt's bachelor's degree is from Southern Utah University, where he studied political science with an emphasis in international relations. He was also awarded a certificate in International Relations and is a lifetime member of the National Political Science Honor Society. Kurt and his wife stay busy with their five children and love living in the Salt Lake Valley.

SENIOR MANAGEMENT

SCOTT ALDRED



Senior Vice President, Global Operations

With more than 25 years of experience, Scott Aldred handles all aspects of global operations for ASEA, including all of the production of ASEA Redox Supplement and RENU 28, all quality control and product testing and global distribution of product orders. He has a deep knowledge of packaging equipment and materials, as well as manufacturing experience in producing nutritional supplements. Prior to working at ASEA, he was the executive vice president and general manager for a large contract manufacturing business. Scott attended Brigham Young University and majored in international relations and Asian studies, with a minor in economics. Scott and his wife Gloria have four daughters and two grandsons.

CRAIG DALLEY



Senior Vice President, Sales

With the vision of increasing ASEA's overall revenue, Craig Dalley creates incentives that drive sales and works to attract new leaders to the ASEA business. He also works with field leaders to coordinate promotions and events. Craig is in charge of sales in all ASEA markets that don't have general managers on staff and oversees the global implementation of corporate sales initiatives. His 20 plus years as a sales leader includes extensive executive-level management. He has been instrumental in developing and implementing sales strategies and programs around the world. Craig and his wife live in Springville, Utah, and are the parents of four sons.

KAREN REILLEY



Regional Vice President, Western U.S. and Canada

Working closely with field associates, Karen Reilley focuses on professional and personal development for ASEA's sales force. She coordinates with IT, marketing, communications and associate support to create better programs and provide a sustainable business opportunity, relying on her experience in working with billion-dollar direct sales companies in a variety of leadership and key coordination roles. Her experience spans training and development, customer quality assurance, information technology deployment and international expansion. Karen's passion is to provide a superior experience for ASEA's independent associates. Karen enjoys riding her motorcycle, getting out on the lake, and being with family. She has one daughter.

JUSTIN WILSON



Regional Vice President, Europe

Justin Wilson's focus is to bring the ASEA culture to field associates in Europe while providing executive oversight to all sales and operations in those markets. His network marketing know-how has its roots in his nearly two decades in the industry, working both on the corporate side in key leadership positions as well as in the field building a successful distributorship in the United States and abroad. Justin has traveled all over the world and has been instrumental in managing and setting up business operations in several countries. This diverse expertise gives Justin a unique set of skills as he serves as an ambassador for ASEA and drives company strategy in Europe. Justin lives in Munich with his wife and their four children. He loves getting out on his motorcycle.

BEN TYLER**Corporate Counsel**

Ben Tyler has served as a senior executive and as general counsel for some of the largest companies in the direct sales industry. He applies his extensive experience to ensure that not only are ASEA's marketing and sales legal and compliant, but that we can tell our story in a way that leads to successful growth and expansion. He has lived and worked in Japan and has assisted in the international development of several direct sales companies. As the chief legal officer, Ben oversees all of the legal and regulatory issues for ASEA. Ben earned his bachelor's and law degrees from Brigham Young University. Ben and his wife Valerie have 11 children and 10 grandchildren.

DAVE WALL**Vice President, Finance**

Guiding the financial operations of ASEA is Dave Wall. With responsibility for ASEA's budgeting, forecasting, treasury management and tax, as well as financial reporting, Dave protects ASEA's financial interests. He also implements strategic planning and forecasting to ensure that company initiatives are financially viable. Dave has directed the intricacies of ASEA's financial function as the company has grown and expanded into foreign markets, with attention to tax treatment for shareholders, banking and payment processing and cash management and treasury oversight. Dave earned a bachelor's degree in accounting from Utah Valley University and an MBA from Utah State University. He and his wife Mandi have one son and two daughters.

STEVEN DAVIS**Vice President, Global Information Technologies**

ASEA's reliance on Steve Davis is twofold, as he directs both the internal and external IT functions. Steve ensures that all processes are stable for corporate staff as well as ensuring that tools for the field associates are convenient, secure and fully supported. Steve's global responsibility extends beyond corporate headquarters to ASEA's office in Munich and the manufacturing facility in Pleasant Grove, Utah, as well as to ASEA's data centers, remote agents and offsite backups. Steve has vast experience in opening global markets, not only from an IT perspective, but from strategic projects, operations and business systems analysis perspectives. Steve and his wife Katie have three witty sons. They enjoy spending time together in the outdoors.