



## AdvoCare Legacy and Leadership

---

AdvoCare was founded in 1993 by Charlie Ragus. His mission: to change lives. AdvoCare has since grown to one of the most respected health and wellness companies in the direct selling industry by product users, scientists, doctors and athletes. Ragus passed away on June 1, 2001, but his spirit lives on through all AdvoCare employees, Independent Distributors, and product consumers whom his passion has inspired.

### **AdvoCare President and CEO Richard Wright**

---

Richard Wright, AdvoCare President and CEO, attended Louisiana Tech University and went to nursing school at Northwestern State with the plan to become a nurse anesthetist. After graduation, Wright started his professional career in Houston as a pharmaceutical sales representative becoming the top salesman within his first year.

Wright and his wife Sherry later spent nearly ten years learning about and building his reputation in the direct-selling industry. After heading up an IT company, serving on the senior staff for a U.S. Congressman and contemplating running for congress, Wright moved to Dallas as he was founder Charlie Ragus' recommendation for the AdvoCare Board of Directors. In 2007, Wright took the helm as AdvoCare President and CEO. Through his leadership, the company has more than doubled in size. Due to its consistent growth over the years, AdvoCare has also been the recipient of Southern Methodist University's Cox School of Business *Dallas 100 Award* seven times.

In June 2013, Wright was named among the 2013 EY Entrepreneur Of The Year® Award winners in Southwest Area North. The award recognizes outstanding high-growth entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance and personal commitment to their businesses and communities.

Wright received the Distinguished American Award from the National Football Foundation in January 2013.

### **The AdvoCare Guiding Principles**

- Honor God through faith, family and friends.
- Respect and strengthen the family.
- Believe in the dignity and the importance of the individual.
- Create a standard of excellence recognized as superior by the direct sales industry.
- Believe that honor, integrity and principles are the foundation of a great life and company.
- Commit to mutual loyalty and trust between AdvoCare and its Distributors.
- Establish and continually improve the vehicle of opportunity and the pursuit of financial freedom for all AdvoCare Distributors.
- Commit to ongoing personal growth and development through professional training and educational programs.
- Build self-esteem by promoting a sense of personal worth among all people.
- Continually expand our market by providing the most effective and highest quality products and service available.