

Craig Womack hired me in early 2007 to join his executive team as its Chief Marketing Officer with the mandate to define, develop and create a well recognized and respected brand name behind Human Touch that would drive base sales.

I reported directly to Craig during my tenure at Human Touch. I found him to be a visionary leader and strategic thinker. I was impressed how quickly he was able to grasp business and marketing issues and provide direction and solutions. He has a deep understanding of marketing, branding, merchandising and retailing. He was an excellent mentor to me, and helped me to broaden my thinking and approach toward marketing opportunities and understanding of the consumer.

Craig and I worked closely together on several major marketing and branding initiatives. Craig led the transformation of the company from Interactive Health, which was primarily a customer-centric organization to Human Touch which became a consumer-centric and brand focused organization. This included re-positioning, target and segmentation development, brand name generation, etc. We then developed three national print advertising campaigns based on target understanding and segmentation. Craig championed the rebranding effort and drove its successful implementation throughout the entire company. He rallied all internal departments, our suppliers and retail customers behind the new direction, gaining alignment and support.

Craig and I also worked closely together to transition the company from a retailer-only model to a retailer + direct sales model to not only generate more profitable sales, but to get us closer to the end-consumer, and to take greater control of our destiny in the marketplace.

This meant an entirely new approach to generating sales. What I liked most about working for Craig was that he could see several steps ahead, and was willing to take risks on things which were not always readily apparent to most. Going direct and competing head-on with current retail partners was risky, however Craig was willing to take the risk for the sake of the future of the business.

It paid off. Together we built one of the most elegant, yet efficient manufacturer's websites on the Internet. We drove our Internet search position for key category, product, brand and condition keywords to the #1 position generating unique visitor gains of 20% per month, and quadrupling year over year web sales.

Direct sales generate 81% gross profit margins versus 38% if sold through traditional channels. Our advertising and direct marketing drove consumers to the website to complete the purchase. Craig took a calculated risk to stand up to the retailers, and in the end the retailers fell into line and did not complain.

Craig is a strong leader who sets the vision and motivates the company to believe and follow. He is not only a generator of new ideas, but embraces new and innovative thinking. I have never known a CEO to be more in tune with technology and how to leverage it to make the company more efficient and competitive; how to integrate it into products; and how to exploit it in the marketplace.

If you wish speak further about Craig, please do not hesitate to contact me.

Regards,

Rich Jorgensen

2121 Colina Del Arco Iris

San Clemente, CA 92673

Tel. 949-366-3264

Email: [richjorgensen2@aol.com](mailto:richjorgensen2@aol.com)