



Gaia Herbs® Welcomes Todd King as VP of Marketing

BREVARD, NC (June 24th, 2014)—On June 23rd, Gaia Herbs® welcomed Todd King as their new Vice President of Marketing. He assumes leadership of the marketing and educational development programs for the natural products legacy brand, and reports to Gaia's Vice President of Sales Operations, Angela McElwee.



An 18-year entrepreneurial marketing leader for relevant progressive companies, for the past three years, King served as a Senior Manager for Select Design, with responsibility for brand marketing, creative and product development. At Select, King worked with a talented team, forging inspired marketing solutions for iconic brands including Ben and Jerry's, Green Mountain Coffee, Google, Nalgene, Pepsi, Gallo, Teva, Sanuk and Dakine. Previously, King held top management positions at Burton Corporation, where he became Business Unit Director for the largest snowboard brand in the world. Over his 10-year tenure, he managed the entire snowboard business, oversaw the successful execution of a yearly award-winning product line of 500+ SKUs, and led global brand growth in North America, Europe, Japan, and the Southern Hemisphere.

"For decades, I've been fortunate to work with some of the world's leading brands, which demanded new creative solutions every day," said King. "This year, when I decided to return home to Western North Carolina, I jumped at the opportunity to join Gaia, a visionary brand that I've always respected for its exceptional standards of purity, integrity and potency. This new step in my career enables me to make a profound difference in people's lives by sharing with them an unparalleled line of organic, sustainable products from which I've personally benefited for many years," said King.

"We are thrilled to welcome Todd King to our team as Vice President of Marketing," said Angela McElwee. "He brings a wealth of experience and creativity that will strengthen our marketing and educational programs, enabling us to reach more people who are seeking safe, effective natural health solutions while honoring the symbiotic relationship between people and plants."

King graduated with honors from North Carolina State University's College of Design with degrees in Product Design, Environmental Design and Architecture. He holds a Post Graduate Degree in Design Business from Domus University, Milan, Italy; and holds four patents in the Outdoor Products category.

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About Gaia Herbs

Gaia Herbs is a certified organic grower and nationally branded manufacturer of herbal extracts based in western North Carolina. The company cultivates 350 acres of medicinal herbs which, along with all operations at its 45,000-square-foot manufacturing facility, are organically certified each year by Oregon Tilth under USDA's National Organic Program. The company offers herb ingredient source information and test data validation through its groundbreaking, industry-first traceability platform called MeetYourHerbs®. Gaia Herbs' line of all-natural herbal products is carried by independent health food retailers and co-ops, national and regional natural products retail chains, and healthcare professionals. To learn more, call 800.831.7780 or visit www.gaiaherbs.com.

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