

## FOR IMMEDIATE RELEASE

### INNOV8TIVE NUTRITION WELCOMES NEW COO, KEN WHITEHAIR

SEATTLE, WA (September 18, 2017) — Innov8tive Nutrition, a leading provider of innovative nutritional supplements, today announced the appointment of Ken Whitehair to the position of Chief Operations Officer, effective immediately. As Captain of the Seattle Fire Department, Mr. Whitehair is an accomplished leader who brings more than 29 years of operations experience and more than 19 years of network marketing experience to the company.



“Ken has been a trusted strategic counselor and support to me over the years. His business acumen and organizational skills are qualities that will help us achieve our goals as we continue to build this company”, said Heidi Whitehair, Innov8tive Nutrition Founder and CEO. “I deeply value his insight as well as his sense of urgency in completing the task at hand”, she continued, “Ken is uniquely qualified and embodies the values and integrity necessary for our future success. I am honored to work with him in this official capacity.”

The Chief Operations Officer position was created in response to the demands of the company as it continues to implement its strategic vision and growth strategy. Mr. Whitehair will oversee the day to day operations of the company with a focus on product innovation. “As a passionate advocate for Innov8tive Nutrition since its inception, I am excited to join the company in the capacity of COO. I intend to use my experience in organizational operations to streamline our processes and focus on supply chain logistics to support field growth and development.” said Ken Whitehair.

#### **About Innov8tive Nutrition**

Founded in 2016 by Heidi Whitehair, Innov8tive Nutrition is headquartered in Seattle, Washington. The company’s two-fold mission is to provide superior nutritional supplements for the entire family while providing the opportunity to build a lucrative business that could lead to financial freedom.

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