



PureFormulas is a South Florida-based health supplement online retailer that distributes the purest and highest-grade natural supplements

General Information-

Founded in 2007 by Cuban American Entrepreneur Jose Prendes and headquartered in Miami, FL, PureFormulas.com has quickly become a leader in the online health supplement space, distributing GMP-certified quality products, including dietary supplements, organic food, beauty products, sports nutrition supplements, and pet products, with an average of 600,000 active customers and 100+ service professionals.

PureFormulas.com features a secure and friendly online shopping experience providing free shipping on more than 40,000 products. PureFormulas' professionals work with a board of healthcare advisors, naturopaths and chiropractors to keep up-to-date with customers' needs and healthcare trends.

PureFormulas has been recognized for outstanding customer service four years in a row with the Bizrate Circle of Excellence Award, including its highest distinction—the Platinum Award—in 2015. It has also ranked among North America's top web merchants. For four consecutive years, Internet Retailer has included PureFormulas on its annual list of Top 500 online retailers.

PureFormulas' mission is to maintain daily motivation and passion for healthy living, with a focus on high-level customer service and quality products.

*For more information on PureFormulas, please go to: www.pureformulas.com or contact publicist **Angie Torres Moure** at pr@pureformulas.com.

OUR EXECUTIVE TEAM

José Prendes

Founder and CEO, PureFormulas

José Prendes is the founder and CEO of PureFormulas.com, an e-retailer of professional-grade supplements, organic food, sports nutrition, beauty and pet products, where he oversees a team of nearly 100 employees including distribution, customer service, marketing and information technology.

Born and raised in Cuba, Prendes moved to the U.S. in the 1990s to fulfill his American Dream. He ventured into e-commerce in 2001, when he founded VetAmerica.com, a digital retailer of pet supplies and medications. PureFormulas followed in 2007.



The business community in South Florida has recognized Prides' entrepreneurial success multiple times in recent years. In 2012 he was named both CEO of the Year by the Greater Miami Chamber of Commerce, and Ultimate CEO by the South Florida Business Journal (SFBJ).

Prides is a member of the Greater Miami Chamber of Commerce and the Young Presidents Organization (YPO).

Daniel Moure

CMO, PureFormulas

Daniel Moure is chief marketing officer (CMO) of PureFormulas.com, where he oversees marketing programs, brand management, social media, public relations, user experience, content strategy, agency relationships, and corporate sponsorships. During his tenure at PureFormulas, Moure's leadership has strengthened existing partnerships and developed new ones that have enhanced both the company's revenue and customer base, including new partnerships with NetSuite and Oracle.

Prior to joining PureFormulas in 2012, Moure spent a decade at Univision Communications Inc. as VP of Account Management and Interactive Strategies. There he led the development and implementation of multiple award-winning interactive strategies for some of the biggest advertisers in the space. Before Univision, Daniel spent time as marketing manager at Yupi.com (now msn.latino.com) and regional account manager at Young & Rubicam Latin America, where he serviced clients from some of the world's leading brands. Throughout his career, Moure has garnered countless awards, including Cannes Lions, Clio, Webby, and Fiap.

Having served on some of the most recognized committees and boards in the industry, he currently sits on the CMO Council of the National Retail Federation, an invitation-only global network of marketing executives.

Moure has been a frequent featured guest speaker, both domestically and internationally, in industry events such as IRCE, Shop.org, eTail East & West, NGCX, Richmond Events: Marketing Forum, ecommerce Expo Australia 2015, Oracle Industry Connect, and Channel Advisor's Catalyst, to name a few.

He holds a bachelor of arts in communications and psychology from Loyola University of New Orleans.

William Perez

CIO, PureFormulas

William Perez is Chief Information Officer (CIO) of PureFormulas.com. He is a 20-year veteran in the technology world, with more than 15 years experience in the Internet operation space.



Since joining PureFormulas, Perez has led the company's technology strategy by ensuring the functionality and user-friendliness of pureformulas.com for its customers, and overseeing/optimizing the company's overall IT operations. He manages the continued implementation and launch of improvements to pureformulas.com.

When PureFormulas moved to personalize the customers' experience further, Perez led the technology and merchandising teams to create personas based on customers' lists of favorite products, interests, gender and various other heuristics. With this technology, PureFormulas can now predict customers' interests.

Prior to joining PureFormulas, Perez served as VP of Technology at HolaDoctor, where he led the development and hosting of the largest Hispanic health website in the US. Previous to HolaDoctor, Perez was the Vice President of Technology/CTO at goal.com, the largest dedicated soccer portal in the world. Previously, Perez spent eight years at Univision Interactive Media, where he ran their Content Management System and other systems that powered Univision.com, the largest Hispanic web portal in the United States. Perez has a BA in Business Administration from Florida International University.

Perez is a member of the NRF CIO Council, an invitation-only committee made up of retail's most prominent chief information officers.

David Rodriguez

COO of PureFormulas.com

David Rodriguez is chief operating officer (COO) at PureFormulas.com, where he oversees the e-retailer's distribution center, as well as customer service, website content and data, accounting, and the full company operation that currently includes more than 100 employees.

Cuban-born Rodriguez joined PureFormulas in 2009 to assist in all warehouse tasks. In just a few years, Rodriguez has become a key player in the growth of PureFormulas' operations, including the implementation of a new barcode and scanning system; optimizing the warehouse's layout to further enhance efficiencies; and implementing technological advances that have turned PureFormulas' distribution center into a semi-automatic operation.

The industry has recognized PureFormulas for outstanding customer service three years in a row with the Bizrate Circle of Excellence Award. The company has also climbed steadily in its rankings among top web merchants. For three consecutive years, Internet Retailer has included PureFormulas on its annual list of Top 500 online retailers.



AWARDS

2011

- José Prendes Named Top 10 Latino and Hispanic Entrepreneurs by Inc Magazine
- PureFormulas.com ranked #97 fastest growing private company in the 2011 Inc. 500
- PureFormulas.com Honored at SFBJ's 2011 Fast Tech Awards

2012

- José Prendes Ernst & Young Entrepreneur of the Year Finalist
- José Prendes receives SFBJ Miami Ultimate CEO Award
- José Prendes Named CEO of the Year by Greater Miami Chamber of Commerce
- PureFormulas #448 in Internet Retailer's 2012 Top 500 Guide
- 2012 Bizrate® Circle of Excellence Award

2013

- PureFormulas #187 in Internet Retailer's 2013 Social Media 300
- PureFormulas #395 in Internet Retailer's 2013 Top 500 Guide
- 2013 Bizrate® Circle of Excellence Award

2014

- PureFormulas #326 in Internet Retailer's 2014 Social Media 500
- PureFormulas #373 in Internet Retailer's 2014 Top 500 Guide
- PureFormulas #19 in Internet Retailer's 2014 Top 500 Guide, Health/Beauty Category
- 2014 Bizrate® Circle of Excellence Award

2015

- PureFormulas #336 in Internet Retailer's 2015 Social Media 500
- PureFormulas #401 in Internet Retailer's 2015 Top 500 Guide
- PureFormulas #22 in Internet Retailer's 2015 Top 500 Guide, Health/Beauty Category
- 2015 Bizrate® Circle of Excellence Award, Platinum Award