

Az Business LEADERS

2018



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CONCENTRIC
HEALTHCARE STAFFING

JOKAKE

KATHY COOVER

Owner and executive vice president
Isagenix International
isagenix.com

Just 15 years ago, Coover, her husband Jim and co-founder John Anderson started Isagenix International in

Arizona. Today, Isagenix operates in 12 countries with nearly \$1 billion in annual sales and an overall economic impact on Arizona of more than \$800 million annually. Coover oversees all sales and marketing efforts at Isagenix and provides executive leadership to more than 1,000 employees.

Trend to watch: "Obesity is truly an epidemic. I believe that nothing else matters without good health. Throughout the world, people are looking for a better way to improve their health and care for their families. Isagenix provides a tremendous way to do both. The 'YouEconomy' is real and thriving."

**MICHAEL LARRAIN**

CEO
PCA Skin
pcaskin.com

Larrain joined PCA Skin as CEO in 2015. He came from L'Oréal, where he turned three brands into lucrative entities and led a skin care brand through a complete turnaround in 18 months. Previously, Larrain was vice president of sales for Dermalogica and International Dermal Institute.

Trend to watch: "Digital progression is changing all aspects of our lives and beauty is no different. Skin care brands need to evolve with this forward movement and if they don't, they will be left in the dust. It is so exciting when I look around the countless technology platforms and work with our teams to identify what our piece of the puzzle is and how we capitalize on this for our customers and their consumers."

JOSEPH MAGNACCA

CEO
Massage Envy
massageenvy.com

With an extensive background and passion for retail, Magnacca is ushering Massage Envy into a new era of strategic growth by building the brand into a global health and wellness leader. The Massage Envy franchise system has grown to more than 1,100 locations in the United States, and recently surpassed the milestone of delivering more than 100 million massages and facials.

Business advice: "My advice is to listen carefully to key stakeholders, be decisive in forming your position while passionately supporting it and executing it flawlessly."

Source of pride: "I take the most pride in my ability to create a team that thinks strategically and is supportive and passionate about what they do."

**CAROLANN TUTERA**

President
SottoPelle Therapy
sottopelletherapy.com

Tutera is the president of SottoPelle, an international medical company with numerous affiliated physicians/medical practices across the globe. Her vision and dedication continue to propel SottoPelle to success.

Business advice: "Someone seeking a career in the medical world knows the joys and benefits of helping others. Follow your passion coupled with the true desire to help others and you will find the medical world enjoyable."

Trend to watch: "Healthcare, as I see it, is moving into the technology space more and more. People are currently being treated without seeing a physician face to face, which could lessen the need for a brick-and-mortar medical office space in the near future."

DANNA PRATTE

CEO
Nutritional Brands
nbpure.com

Pratte has been involved in the nutrition and nutraceutical industry for more than 15 years, working in various capacities. In 2014, she became CEO of Nutritional Brands and its subsidiaries, whose operations include formulary and development, manufacturing and domestic and international sales and distribution.

INDUSTRY OUTLOOK: "The outlook for the nutritional supplement industry is continued robust growth, as opportunity and innovation continue to expand. In the short term, specific demographics, such as the aging population, will continue to drive sales in for condition specific categories. As more people worldwide have access to education and information about health and nutrition, they choosing a more preventative approach to their wellness through natural health care solutions, like supplements. In the long term, we will continue to see the shift of large health and food conglomerates moving into the natural space, driving sales, but also more regulation and consumer protection measures."

