Gordon Morton Named President of Sales and Marketing at XanGo

*XanGo, LLC, announced today that founding partner Gordon Morton has been named President of Sales and Marketing.*

Lehi, UT  (PRWEB) May 24, 2007 -- XanGo, LLC, recognized creator and market leader of the mangosteen supplement category, announced today that founding partner Gordon Morton has been named President of Sales and Marketing. Morton previously served as Chief Marketing Officer, overseeing the company's sales management, public relations, marketing communications and events departments.

XanGo President and CEO Aaron Garrity said that Morton's appointment is another organizational move to allow XanGo's founding executives to focus energies on the company's strategic direction and future growth. XanGo continues to expand internationally and now operates in 17 markets with nearly 700,000 independent distributors.

"It is not an exaggeration to say that Gordon's vision, creativity and enthusiasm have come together to help establish XanGo as one of the world's powerhouse nutritional brands," said Garrity. "My partners and I have no doubt Gordon will continue to create a global consumer demand for our unique category-creating beverage, XanGo® Juice."

Morton's focus on strategic initiatives such as building XanGo community has been strengthened through the creation of the company's philanthropic movement, XanGo Goodness. Prior to XanGo's launch in 2002, Morton committed to donating a portion of all sales to various international charitable organizations. He also participates on advisory boards and humanitarian and medical expeditions.

"Gordon has created a lasting legacy through his passion and dedication to make a global difference," said Garrity. "His continued direction and foresight will allow many international consumers to experience the benefits of the mangosteen and the kinship of the XanGo brand."

Prior to co-founding XanGo, Morton had significant experience in the nutritional and direct sales industries, working on both the management and distributor side. He is also known for creating the XanGo name by combining two words: XAN from xanthones (a powerful phytonutrient in mangosteen fruit) and GO from mangosteen.

About XanGo
XanGo, LLC is a recognized category creator as the first company to market a premium mangosteen beverage, XanGo® Juice, to consumers worldwide. A delicious daily dietary supplement, XanGo Juice harnesses the nutritional attributes of the whole mangosteen fruit through a proprietary formula. Based in Utah, XanGo is privately-owned and powered by a global network of independent distributors. XanGo's expansive operations include the United States and numerous international markets such as Japan, Australia, New Zealand, Mexico and Canada. To learn more about mangosteen juice, xanthones, and becoming a XanGo Distributor, visit XanGo's web site. To buy XanGo Juice, visit buy.xango.com.

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