

Modere Appoints Vic Catalfamo as Chief Marketing Officer

Experienced digital marketing executive to advance Modere's social retail business model

NEWPORT BEACH, Calif., Dec. 16, 2015 /PRNewswire/ -- Modere (www.modere.com), the first social retailer to create a safe and forward-thinking approach to overall wellness, today announced the appointment of Vic Catalfamo as Chief Marketing Officer.

Mr. Catalfamo is a seasoned executive, leveraging more than 24 years of experience in pioneering digital marketing strategies for consumer products at Proctor & Gamble. Throughout his career, Mr. Catalfamo has produced a track record of innovation, having secured 24 global patents. Mr. Catalfamo was most recently responsible for designing and executing strategic partnerships and advanced media solutions as the SVP of Global Strategic Media at Viant. At Modere, Mr. Catalfamo succeeds Bob Finigan, who will transition to the newly created role of Chief Brand Officer.

Vic Catalfamo remarked, "I'm excited and honored to join the Modere team at the new Newport Beach office to help continue the growth of Modere's innovative social retail business model and promote the 'Live Clean' brand philosophy. Together with Bob and the management team, I look forward to creating a best-in-class experience for our customers and social marketers."

"Vic and Bob will be instrumental as we work to realize the global vision and potential of the Modere brand and business," said Robert Conlee, CEO of Modere. "Vic has a unique background in the areas of integrated digital marketing strategy and consumer product development and I am confident that his experience will strengthen our ability to execute our transformational vision. I believe that together, Vic, Bob and their team will be able to successfully advance the Modere brand during this period of significant growth and progress."

Mr. Catalfamo, along with the Modere product development and marketing teams, will be located in the newly opened Newport Beach, California office.

About Modere

Modere offers a category-leading portfolio of lifestyle essentials— beauty & personal care, health & wellness, and household products that are equal parts safe, high performing, and beautifully designed. At Modere, we create more than just products—we create meaningful experiences. We believe modern health involves Live Clean: pure nutrition, a clean environment, and safe skin and hair care. Modere brings a holistic approach to well-being and its products reflect a commitment to excellence and innovation, with tested formulas proven around the globe for more than 25 years.

Twitter: @ModereUS

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