



MARY KAY®

Richard R. Rogers
Executive Chairman

Richard Rogers, Executive Chairman of Mary Kay Inc., has spent more than five decades enriching the lives of women around the world.

At the age of only 20, Richard joined his mother, Mary Kay Ash in pursuing her dream to start a company that would empower women to reach their full potential. The company opened its doors in small storefront in Dallas, Texas on September 13, 1963. From that day forward, Richard worked tirelessly to help turn a \$5,000 investment and his mother's dream into what is now one of the largest direct sellers of skin care and color cosmetics in the world, offering women an unparalleled entrepreneurial opportunity.

"From the very beginning, Richard was a godsend," said Mary Kay Ash in her book, *Miracles Happen*, first published in 1981. "He ran all administrative aspects of our business, from manufacturing to marketing, leaving me to spend my full-time energies on directing and motivating the sales organization. We were quite the team . . ."

Richard has served in many roles over his years with the company. He was elected President and Chief Executive Officer at the age of 25 and quickly distinguished himself as an innovative marketer and financier. He received the 1968 "Marketing Man of the Year Award" from the North Texas Chapter of the American Marketing Association, becoming the youngest person ever to receive this award. In addition to his financial and marketing skills, Richard could often be found in the early days of the company working alongside employees in the manufacturing and distribution facilities to ensure high quality products were delivered to the independent sales force.

Through the decades, Richard has strategically guided the company into global expansion starting when Mary Kay opened its first international subsidiary in Australia in 1971. Global expansion has continued with the most recent opening of Peru in 2017 placing Mary Kay in nearly 40 markets around the world.

Richard's focus on offering unlimited opportunity to women remains his goal today. He proudly notes; "Most companies create a sales force to enhance their products, but Mary Kay created a product to enhance the [opportunity for] the sales force." Richard takes pride in the nearly 3 million independent beauty consultants around the world who are inspired by the opportunity offered by Mary Kay.

Richard's deep knowledge of the business and his strategic direction continue to provide the framework for the company's continuing success.