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USANA CEO Elected to Board of Direct Selling Association

SALT LAKE CITY, June 17, 2025 /PRNewswire/ -- USANA President and CEO Jim Brown has been elected to the Board of Directors of the [Direct Selling Association \(DSA\)](#), a national trade organization for direct sales companies. Mr. Brown was elected by members of the Association and will serve a three-year term.



"I am deeply honored to serve this outstanding organization, which plays a vital role in fostering innovation and upholding integrity within the direct selling industry," Brown said. "In the time I have spent at USANA, I have seen tremendous growth in the industry; much of that growth is due to the leadership and guidance DSA provides its member companies. I would like to sincerely thank DSA members for giving me this opportunity."

As USANA's president and chief executive officer, Jim Brown provides strategic direction and leadership for USANA's employees, independent distributors, and customers worldwide. Jim has more than 25 years of leadership experience, with 19 years at USANA serving in multiple capacities, including president, chief operating officer, and chief production officer.

For more than a century, the U.S. Direct Selling Association (DSA) has served as the national trade association for companies offering entrepreneurial opportunities to

independent sellers to market and sell products and services, typically outside a fixed retail establishment. In 2023, direct selling took place across the United States, generating \$36.7 billion in retail sales and 6.1 million entrepreneurs in the U.S. sold products or services through the direct selling channel, providing a personalized buying experience for millions of customers.

"We are so thrilled to have Jim Brown serve on our board," said David Grimaldi, DSA chief executive officer. "Jim has been a key figure at USANA and in the industry for almost two decades now, and I think he will make a significant impact during his term. I look forward to working with Jim in this role and with all the newly elected officers and directors of DSA. The future of our industry is certainly in good hands."

To learn more about USANA and its leadership team, please visit [USANA.com](https://www.usana.com).

About USANA

USANA (NYSE:USNA) prides itself on providing consumers with quality nutritional and lifestyle products. From its award-winning supplements to its innovative Celavive skincare and healthy living products, USANA has proven for over 30 years why it's a company you can trust. How about giving us a try? Shop at [USANA.com](https://www.usana.com) or learn more at [whatsupUSANA.com](https://whatsup.usana.com).

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