

- Media Bio -

Richard Murad *General Manager*

Richard Murad, General Manager for Murad, Inc., is responsible for directing overall company strategic planning, as well as overseeing the operations, marketing and sales functions for the Murad business. During Richard's tenure, he has led the charge on Murad's penetration of international markets, growing that landscape by over 100%, guided the company in 15 years of consecutive sales growth while reducing spend, and has set the foundation for future company expansion. Additionally, Richard leads all new business development outreach, and serves as Treasurer of the newly formed Murad Family Foundation which was created to advance the health of Southern California's children by expanding access to fitness, nutrition and education.

Joining Murad, Inc. in 1996 as General Counsel, Richard was appointed Vice President of Legal Affairs and Vice President of Operations in 1999. In 2003 he was formally named Chief Operating Officer and General Counsel, and thereafter was promoted to General Manager. Prior to joining Murad, Richard was a partner in Tannenbaum Helpert law firm in New York City, specializing in civil litigation. Richard holds an MBA from the Anderson School at UCLA, a Juris Doctorate from Fordham University School of Law and a Bachelor of Arts from New York University.

Richard currently resides in Manhattan Beach, Calif. with his wife and three children where he also founded Beach City Baseball Academy, a state-of-the-art baseball training facility, open to the public.

About Murad

Murad, Inc. was founded in 1989 by Howard Murad, M.D., one of the world's foremost authorities on health care and a pioneer of the clinical skincare movement. Dr. Murad is a practicing physician at the Murad Inclusive Health Medical Group in El Segundo, Calif. where he pioneered the Inclusive Health® approach to optimal living. All Murad products and services are based on The Science of Cellular Water®, Dr. Murad's unified theory of health and aging. Sold in 34 countries, Murad is the #1 selling clinical skincare brand at many locations including Sephora and Ulta.

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