COVERING THE DALLAS-FORT WORTH METROPLEX
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FACETIME

A wholesome mix

DR. ROB SINNOTT BRINGS A SCIENTIST'S INSIGHT TO A SHARED CEO ROLE AT MANNATECH, A GLOBAL NUTRITIONAL AND WELLNESS COMPANY

MICHAEL SAMPLES

Mannatech, a nutritional and wellness company founded in 1994, has expanded internationally and grown to $300 million-plus in revenue. Rob Sinnott, a biochemist and avowed fitness fanatic, recently assumed the role of co-CEO at Mannatech of Coppell with Stephen Fenstermacher, chief financial officer. Sinnott will continue as chief science officer, a role in which he has overseen the development and testing of some of Mannatech's most successful products. Sinnott was interviewed by staff writer Christopher Cyrek.

DESCRIBE YOUR FAMILY. My wife, Ann, is a neuroscientist and a real sharp businesswoman. We have three sons: Kaz, Kameron and Kian.

WHAT IS YOUR FAVORITE CHILDHOOD MEMORY? I grew up in Pennsylvania, so I remember these fantastic snowy Christmases.

WHERE DID YOU GO TO SCHOOL? I went to Arizona State University, where I earned three degrees. I got my bachelor's in science, a master's in natural science and my Ph.D. in biochemistry.

WHAT WAS YOUR FIRST JOB AFTER COLLEGE? I worked as a biochemist for a biotech firm in Arizona.

DESCRIBE A LEARNING EXPERIENCE FROM EARLY IN YOUR CAREER. A startup company I worked for ended up going out of business because some of the original research behind it had been fabricated. I learned that you (have to) be certain you're doing really high-quality research. For the record, it wasn't my research.

WHAT DO YOU DO TO RELAX? I work out. I've always been a real gym rat. It leaves me feeling energetic.

WHAT HAS BEEN YOUR BEST BUSINESS DECISION? Going out and finding the best, most creative people to work with. I think that sort of pushes you up to the next level, and then you get to bring those people with you.

WHAT HAS BEEN YOUR WORST BUSINESS DECISION? Selling a company out of desperation. It turned out to be a bad financial decision. I had lost interest in a company and decided to sell it to some investors that we didn't have full faith in, and they ended up destroying the company.

OTHER THAN PEOPLE, WHAT IS THE BEST PERK OF YOUR JOB? Being able to interact with other people internationally. I travel quite a lot to speak in places like Tokyo, Australia and in the U.K. It's made me more of a global citizen.

WHAT IS YOUR TOP CHOICE FOR A NEW CAREER? I would have loved to be a professional athlete, especially after watching the Winter Olympics. I'd like to try to be Shaun White. It looks like he's having a lot of fun.

WHAT KEEPS YOU AWAKE AT NIGHT? The economy used to, but I've sort of come to accept it. There's not a whole lot I can do to change the macroeconomy. My wife told me to stop listening to BBC News before going to sleep, and that's helped. My blood pressure has gone down a couple of points.

WHAT ARE YOUR GREATEST STRENGTHS? I have a lot of technical strengths, but I think my management style is a huge asset. I work with a wide variety of people. I try to understand people and work with them where they're at.

WHAT ARE YOUR GREATEST WEAKNESSES? I tend to worry a lot, and that can lead you down the wrong path. Dealing with your imaginings instead of reality too much means you're always looking to the next moment instead of enjoying this one.

WHAT ARE YOU READING NOW? Right now I'm reading "Juicing the Orange." It's about applying creativity and innovation into business. I also read *The Economist* cover to cover every week. I read *Harvard Business Review* regularly.

WHAT ARE YOU LISTENING TO? Whatever the boys are playing at the moment. I don't even know anymore. I used to listen to alternative in college — grunge music. Bands like Pearl Jam, Nirvana, Soundgarden.

WHAT SORT OF SCIENTISTS HAVE INSPIRED YOU? I always have had a real admiration for people who do theoretical physics and astrophysics. It's hard to wrap your head around that stuff. It's so out there, but I try to follow it, even if I don't really understand it. (I'm inspired by) scientists like Stephen Hawking.

WHAT INTERNATIONAL CITIES APPEAL TO YOU? My family and I absolutely love Vancouver. We lived there for a couple of years, and we'll probably move back someday. Sydney and Perth in Australia are also both really beautiful.

WHAT HAS SURPRISED YOU ABOUT BEING A CO-CEO? It's been pretty recent (December 2009). What has surprised me is how easily it's worked out. Sharing responsibilities can be a real challenge, but it's been a great experience. You're putting two minds together, and I think a lot of companies will be moving to that sort of arrangement in the future.

HOW DO YOU APPROACH HANDLING GLOBAL REGULATIONS? Most other countries, their regulations are stronger than they are here in the U.S. When you're dealing with Canada, Australia or the U.K., their regulations are very strict. So we build our products to their standards, which really benefits us in the long run.

WHAT MANNATECH PRODUCTS HAVE YOU HELPED DEVELOP? We've developed a lot of great technology. We've developed Real Food Technologies, (which) uses natural and organic components. It's the first all-natural vitamin. Most vitamins and minerals you buy at the pharmacy are synthetic.

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