



# DESERT WHALE JOJOBA COMPANY

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## **FOR IMMEDIATE RELEASE**

### **Desert Whale Hires Bill Joos as West Coast Regional Account Manager**

### **Kim Swilpa Promotes to US Director of Sales**

### **Amber Schwartz Appointed Technical Director**

**TUCSON, Arizona – February 2004** – William Joos has been named the West Coast Regional Account Manager for Desert Whale Jojoba Co., With more than 20 years experience in the personal care industry, Mr. Joos is responsible for managing current accounts and developing new personal care business. Mr. Joos earned his MBA from Fairleigh-Dickinson University and currently resides in Southern California with his wife Mary and two children Alyson and Mitchell.

Kim Swilpa has been promoted to U.S. Director of Sales for Desert Whale Jojoba Co. Ms. Swilpa joined Desert Whale in 2001 as the East Coast Regional Account Manager. During her tenure she developed sales relationships with major cosmetic companies across the nation. As the U.S. Director of Sales, Ms. Swilpa will be responsible for managing the nations east coast sales accounts and overseeing the west coast sales territory.

Amber Schwartz has been appointed the Technical Director for Desert Whale Jojoba Company. Ms. Schwartz joined Desert Whale in 2002 after receiving her Bachelor of Science degree in Molecular and Cellular Biology from the University of Arizona. During her tenure with Desert Whale, Ms. Schwartz developed new product marketing campaigns and managed all regulatory matters. As the Technical Director, Ms. Schwartz will be responsible for customer technical support and new product communication.



SWILPA



JOOS



SCHWARTZ