



Michael Collette

President and Chief Executive Officer
Healthy Advice Networks

Mike Collette is President and CEO of Healthy Advice Networks. He is also a living testament to the fact that one can achieve a reasonable degree of success without looks and brains. Mike led the company through one round of venture funding and two sales to private equity companies between 2002 and 2007. Under his leadership, annual revenues grew from \$8 million to nearly \$70 million and the value of the company grew more than 60 fold. The success of the company can largely be attributed to a stellar management team which has essentially been together since Mike took over as CEO, supportive investors who weren't afraid to take some risks, and some good old dumb luck.

Prior to serving as President and CEO of Healthy Advice Networks, Mike was the lead product developer and a senior sales executive at On Target Media—an out-of-home marketing/media company that he co-founded with several former Procter & Gamble colleagues. Prior to On Target, Mike worked at Procter & Gamble in Brand Management on multiple brands in the company's health and personal care division.

Mike graduated with a B.A. in engineering from Dartmouth College in 1984. While he did not graduate as a Phi Beta Kappa (or even remotely close to it), he is proud of the fact that he did have the second highest GPA on the men's varsity hockey team. On the personal front, he is married (way over his head) with three children. He is very active in coaching youth soccer, hockey and lacrosse. He also sits on the Board of the Free Store Food bank and both founded and served as the first President of the Indian Hill Winter Club—a 50,000 sq. ft. community indoor ice arena/ recreational facility that opened in 2006.