

Al Koop **Chief Operating Officer**

PROFILE

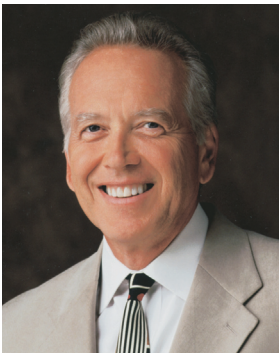
As the chief operating officer, Al Koop oversees the people and facilities that handle research and development, purchasing, manufacturing and distribution of products for Amway and its contract customers.

Under Koop's direction, Access has increased efficiency by developing third party services to optimize operating capacity. During this time, Access scientists have conducted award winning health research and all of Access' farms were organically certified. Also under Koop's leadership, Access used its expertise in Asian skin care to create the first product line to be specifically formulated for the skin of Asian-American women.

Previously, Koop was Amway's senior vice president – Operations. His responsibilities included Amway's manufacturing facilities in Michigan and California, as well as global distribution, information systems, forecasting/planning, engineering, purchasing and import-export functions.

In his tenure at Amway, Koop has held various positions throughout the company. His previous position was senior vice president and managing director – Americas and Europe, overseeing Amway's business in those countries. Prior positions include vice president – International Distribution and Facilities Planning, and director – Regional Distribution Centers, where he was responsible for catalog, transportation, truck fleet and import-export operations. He joined Amway in 1965 as an area coordinator in sales.

A native of Grand Rapids, Mich., Koop earned a bachelor's degree in marketing and economics from Ferris State University in Big Rapids, Mich.



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