



Sharon M. Leite CEO The Vitamin Shoppe



About Sharon:

Sharon M. Leite is the Chief Executive Officer of The Vitamin Shoppe® and a member of its Board of Directors. A visionary and proven customer-focused leader, Ms. Leite is guiding the company's transformation into a next-generation health and wellness platform, driven by a commitment to quality, innovation, and expertise across The Vitamin Shoppe's full portfolio of products and services.

Ms. Leite first served as CEO of The Vitamin Shoppe from 2018 to 2023 and returned to the role in May 2025 following the company's acquisition by Kingswood Capital Management, LP and Performance Investment Partners, LLC. Under her leadership, The Vitamin Shoppe is accelerating its position as the premier destination for

first-to-market brands and breakthrough products across vitamins, supplements, sports nutrition, and on-the-go functional foods and beverages.

Beyond hundreds of national brands, The Vitamin Shoppe's industry-leading assortment includes the proprietary brands The Vitamin Shoppe®, Vthrive The Vitamin Shoppe®, BodyTech®, BodyTech® Elite, plnt®, ProBioCare®, and True Athlete®. The company serves customers through more than 640 stores nationwide, providing personalized support from knowledgeable Health Enthusiast associates, and online at www.vitaminshoppe.com. Prior to rejoining The Vitamin Shoppe, Ms. Leite served as CEO of Ideal Image. Her previous executive roles also include President of North America for Godiva Chocolatier and President of Sally Beauty in the U.S. and Canada.

Earlier in her career, Ms. Leite spent nearly a decade with Pier 1 Imports, rising to Executive Vice President of Sales, Customer Experience, and Real Estate. She began her career in leadership positions at Bath & Body Works, Gap Inc., The Walt Disney Company, and Express. In addition to her executive leadership responsibilities, Ms. Leite serves on the Board of Directors of The Lovesac Company (NASDAQ: LOVE) and the Board of Advisors at the Neeley School of Business at Texas Christian University. She holds an MBA from the Jack Welch Management Institute.