

## FloWater CEO Biography

Rich “Raz” Razgaitis is the Co-Founder and Chief Executive Officer of FloWater, where he leads the Denver-based company in its vision to create a new distributed and decentralized water platform. The company is on a mission to disrupt the drinking water industry by delivering the best-tasting water in the world and eliminate single-use plastic water bottles and packaging waste.

FloWater has become the beverage of choice for such companies as Google, Red Bull, prAna, Oneill, Play Station, Specialized Bikes, Alaska Airlines and Xponential Fitness, as well as the Oakland school system. Since the company launched in 2013, its proprietary, new-tech water Refill Stations have saved more than 130 million plastic bottles from the environment and is on track to save over one billion plastic single-use bottles by 2022.

Razgaitis originated the concept and product development of FloWater and has scaled the brand significantly since its initial distribution in only one state: Today, FloWater Refill Stations are used daily at over 5,000 hotels, schools, corporations, gyms, retailers and events in nearly 50 states. Razgaitis’ role is focused around financial and business strategy, investor relations, team hiring and organizational development, product development, and strategic growth partnerships, while overseeing operational execution—from manufacturing to customer service. He recently secured \$15mm in Series B growth funding for FloWater. In 2019, FloWater was recognized as a “Top 500” company on the annual *INC 5000* list of fastest-growing growing privately-held companies in America.

In his career, Razgaitis has been passionate about building brands and teams. Since 2002, he has served in CEO/president-level roles in several venture capital backed start-ups, privately held turnaround and growth companies, and he brings insight from those experiences to his work today at FloWater. Razgaitis was the CEO of several consumer-tech companies, including DealOn, an e-commerce company that developed the Web’s first deal-commerce exchange, and another, MyTownPerks, which built the first PCI-complaint, cloud-based loyalty program for B2B. (Both companies were subsequently acquired.)

Razgaitis has deep experience in the consumer-goods industry, having led personal-care and nutrition company Univera into fast growth, with revenues doubling from \$35 million to \$100 million per year. With a specialty in rebuilding brands, Razgaitis also restarted a privately held consumer company, Blaine Pharmaceuticals, where he led product development and licensing of a dozen new products and drove commercialization into over 30,000 food and drug stores nationwide. He started his career in Fortune 500 companies, including Johnson & Johnson and Eli Lilly. Razgaitis grew up in the Midwest and holds a BA in marketing and an MBA in general business and marketing from Anderson University.

When not working, you can find Razgaitis spending time with his two teenage daughters, where he gets to refine his ‘dad jokes,’ or studying his Enneagram, volunteering with Defy Ventures,

which focuses on ending mass incarceration and recidivism or riding a motorcycle in the summer and snowboard in the winter.