

GERRY MORTON

ENTREPRENEUR · VETERAN CEO · TIGER 21 LOS ANGELES CHAIR · MANHATTAN BEACH, CA

Gerry Morton is a veteran CEO who has spent more than two decades building and scaling nutrition and consumer packaged goods brands. He founded NutriScience Corporation in 2003, the platform behind EnergyFirst and Greens Plus. He chairs two confidential TIGER 21 Groups in Los Angeles for wealth creators with \$30M+ in investable assets, and is a longtime member of YPO and the Entrepreneurs' Organization, where he wrote the original curriculum for EO's global Accelerator Program. He is the author of *The Energy Guidebook* and a four-time Ironman finisher.



+100

NET PROMOTER SCORE, TIGER 21
2025 SURVEY

9.9 / 10

MEMBER LIKELIHOOD TO RENEW

\$13.2M

DEBT RETIRED, BOY SCOUTS OF
AMERICA LA

\$25M+

RAISED, INCL. A \$10M CAMP
ENDOWMENT

SPEAKING TOPICS

Building in the Health and Nutrition Space

What it actually takes to launch a consumer brand in a crowded category, from formulation and clean-label sourcing to winning shelf space at national retail.

Peak Performance as an Operating System

The overlap between scaling a company and training for an Ironman: repeatable inputs, honest measurement, and a long horizon.

Facilitating Rooms of Wealth Creators

How confidential peer groups produce better decisions than advisors alone, and how to run a room where nobody performs.

Turnarounds and Stewardship

Lessons from taking a legacy nonprofit from years of losses to debt-free, and what governance looks like when the mission outlives you.

BOARD & GOVERNANCE

Chairman of the Board & Council President, Boy Scouts of America, Greater Los Angeles (2014–2018). A 100+ member board, a 22-member executive committee, 26,000 youth and 11,000 adult leaders.

Audit and finance. Inherited multi-year deficits; produced a \$1M operating surplus within two years, retired \$13.2M in debt and took the council debt-free.

Governance and nominating. Led the merger creating the Greater Los Angeles Area Council, one of the largest in the country, carrying board composition and succession through the transition.

Development. Raised \$25M+, including a \$10M gift endowing Lake Arrowhead Scout Camp; grew the Business Leaders Breakfast from \$35K to \$400K+ a year.

YPO Global One Chapter (2017–present). Board Member; Member Engagement Officer, Gold Chapter Chair and Membership Chair.

“These meetings are getting better and better. It’s how our chair Gerry runs the day. He has it so dialed in and it runs like clockwork.”

TIGER 21 MEMBER, JANUARY 2026

CREDENTIALS & RECOGNITION

TIGER 21 — Los Angeles Chair (2024–present). Rookie of the Year 2025, given to the top new Chair worldwide, and Chair of Excellence.

Entrepreneurs' Organization — Los Angeles Chapter President (2007–08); Global Forum Director; wrote EO's global Accelerator curriculum and trained its facilitators.

Honors — Eagle Scout; Silver Beaver Award; Rotarian of the Year; Spirit of Inquiry Alumnus Award.

Media — LEADERS Magazine interview, 2021; Business Rockstars, “Starting a Business in the Health Space.”

EDUCATION

Harvard Business School — HBS/YPO President's Program in Leadership, 2019–2020

MIT Sloan School of Management — Entrepreneurial Masters Program, 2007–2009

UCLA Anderson School of Management — Executive MBA, 2003–2005

Clayton College — MS, Nutrition, 2004–2006

University of Arizona, Eller College — BSBA, Entrepreneurship, 1991–1995