



Jerry Kelly

CEO AND CO-FOUNDER OF SILPADA DESIGNS

Jerry Kelly, Chairman and Chief Executive Officer of Silpada Designs, started Silpada Designs with partners and company co-founders Bonnie Kelly (Jerry's wife) and Teresa Walsh in 1997.

Silpada Designs is the world's largest sterling silver jewellery home party company with operations in the United States, Canada and the United Kingdom.

During the 18 years prior to starting Silpada Designs, Jerry owned, operated and managed several consumer product mail order catalogue companies. Jerry has a BSBA in Business Management from the University of Denver (1977) and an MBA in Direct Marketing from the University of Missouri-Kansas City (1994).

Jerry serves on the Board of Directors of both the Direct Selling Association (DSA) and the Direct Selling Education Foundation (DSEF).



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