

About Carol May

Carol May, president of [Wisdom Natural Brands](#), parent company of stevia brand [SweetLeaf](#), has been recognized as one of this year's 50 Most Influential Women in Arizona by *AZ Business Magazine*. This award recognizes women trailblazers and innovators in Arizona business. May's long-standing dedication to the well being of consumers through Wisdom Natural Brands' groundbreaking products put her on this year's list.

Wisdom is the parent company of SweetLeaf Stevia Sweetener and Wisdom of the Ancients herbal teas. As president of the company, May oversees strategy, operations, finance, sales, marketing, branding and new product development for the company. Her belief that people deserve a better solution to artificial sweeteners has driven her commitment to bringing Wisdom's flagship brand, SweetLeaf Stevia Sweetener, to store shelves in nearly 25 countries, including the U.S. She has been integral in moving Wisdom Natural Brands from a small Arizona company based in Gilbert to a multi-million dollar international brand.

In addition to the day-to-day business of SweetLeaf, May represents the company in its work with charities that serve people living with diabetes, such as the American Diabetes Association and Marjorie's Fund. She also is the mother of five children and seven grandchildren. "It's an honor to be recognized along with so many incredible Arizona businesswomen," said May. "I am grateful and humbled to be among female leaders who are contributing so much and making a difference in the world every day."

May's belief in a better-for-you sweetener—along with her husband, CEO and founder James May's tenacity in bringing stevia to the U.S.—resulted in SweetLeaf Stevia Sweetener. SweetLeaf has zero calories, zero carbohydrates, a non-glycemic response, no sugars and no artificial sweeteners. SweetLeaf Stevia Sweetener currently is the only stevia brand consistently winning international awards for taste and innovation, according to the company. SweetLeaf is sold in a variety of formats, including packets and tablets, SweetLeaf Organics, liquid stevia Sweet Drops, SweetLeaf Water Drops water enhancers and SugarLeaf, a premium blend of SweetLeaf Stevia and cane sugar that is ideal baking with sweet taste and two-thirds fewer calories than sugar. Wisdom also produces herbal teas under the Wisdom of the Ancients brand.