



THE PLANTING HOPE COMPANY INC.

ORGANIZATIONAL CHART



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Julia Stamberger
Chief Executive Officer & Co-Founder,
Chair of the Board



Kohmela Grier
Chief Financial Officer



Susan Walters-Flood
Chief Operations Officer



Mara Ebert
Chief Sales Officer



Todd Bamberg
Creative Director
& Co-Founder



Allison Krupp
Senior Vice
President
of Marketing



Jeannie Andolena
Vice President
of Ecommerce



Tony Boring
Human Resources
Manager



Lynn Smart
Senior Accountant



Matt Coffey
Operations Director
& Co-Founder



Georgia Jordan
Director of
Conventional
Grocery



James Curley
Executive Vice
President of Global
Business Development
& Co-Founder



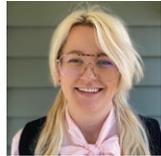
Matt Moran
Director of Natural



Emma Rimsa
Senior
Videographer
and Content
Creator



Rav Brar
Senior Corporate
Designer



Belle Hissam
Senior Art
Designer



Christopher Underhill
Ecommerce
Customer Success
Manager



Kim Iovinelli
Operations
Manager



Laurie Winter
Operations
Manager



Alex Blackington
Warehouse
Manager



Manu Daval
Barista Field
Manager



Courtney Benavente
Marketing Channel
Manager - Barista



Henry Hill
Product & Culinary
Development Chef

THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Julia Stamberger, Chief Executive Officer & Co-Founder, Chair of the Board

Develops, implements, and drives strategy execution across the company and brands.



Julia sets the vision and drives all elements forward to turn that vision into reality, including pulling the pieces together to deliver on key goals including product development, sales, investment, and marketing strategy.

Julia is a perpetual innovator, with a 20-year career developing new products, business models, and strategies. She has directly created and launched myriad brands as well as being instrumental in the development and advancement of multiple successful food & beverage brands.

In 2004, Julia was brought into **United Airlines** as an entrepreneur-in-residence to create innovative revenue-driving solutions. She created and launched the airlines snackbox concept to solve significant and costly operations and customer service issues that were leading to dissatisfaction and waste. Julia has been driving healthy food innovation ever since.

The nutritious and balanced shelf-stable meals quickly became the backbone of the United's domestic economy meal program, and other airlines tried to imitate – unsuccessfully. In response, Julia formed **GoPicnic, Inc.** (now GP Concept Labs, Inc.) and launched the 'buy onboard' snackbox programs for the majority of US and Canadian carriers. As the airline market consolidated dramatically, she continued to pivot and innovate, launching the **AirlineMporium** division, today one of the leading airline foodservice brokerages representing more than 150 better-for-you brands.

In 2010, Julia spun off **GoPicnic Brands** and took the shelf-stable meal concept to the consumer product industry with GoPicnic ready-to-eat meals. She created six independent food brands for the food components, organizing an extremely complex supply chain to effect as an ongoing series of meals. GoPicnic immediately saw strong consumer and retailer success, growing more than 500% over three years.

In 2016, Julia partnered with several like-minded Food & beverage entrepreneurs to launch Spinning Wheel Brands. Our founding management team saw a need for real nutrition and sustainability in areas of plant-based food, building meaningful brands around three impact missions: Nutrition, Sustainability, and Representation.

Julia was named one of **2020 Crain's Chicago Business Notable Entrepreneurs** and in 2020 inducted into the **Exceptional Women Awardees**. Julia is a frequent judge/panelist for entrepreneurship competitions and classes, and is dedicated to mentoring entrepreneurs, especially women in food. She was one of the first graduating classes at pioneering Illinois Math & Science Academy. She attended Miami University of Ohio for undergrad, graduating with a BS in Marketing & Economics + BA in Creative Writing, with minors in International Business, Women's Studies, & French, and received her MBA from Northwestern's Kellogg School of Management's one year program in 2002.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Kohmela Grier, Chief Financial Officer

Executing financial operations and reporting.

Kohmela brings more than 20 years' experience to Planting Hope, executes accounting and financial reporting and leads the implementation of the IT infrastructure to support the significant growth ahead at TPHCI. Most recently, Kohmela served as Finance & Operations Director for **Premier Beauty Supply**, where she provided leadership and direction across finance, purchasing, reporting, client services, warehousing, IT and human resources. Her previous experiences include **Marcus Lemonis**, where she was instrumental in guiding entrepreneurs on the show **"The Profit"** and **Xeikon America**, where she led the internal and external financial and business reporting. Kohmela has also held roles at **Panasonic**, **Thermo Fisher Scientific**, and **Baxter**. Kohmela received a BA in Finance and Accounting from North Carolina Agricultural and Technical State University and holds an MBA with a concentration in organizational behavior from Lake Forest Graduate School of Management.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Susan Walters-Flood, Chief Operations Officer

Executing business strategy.

Susan has over 30 years' experience in the food manufacturing and finance industry that make up some of the core elements of The Planting Hope Company Inc. Previously, Susan was the President of **Nu-World Foods**, a strategic leader in specialty food ingredients and contract manufacturing. This was a pioneering venture for 20 years, taking an unknown company and unique product offerings—Ancient Grains ingredients—and services into the marketplace. Ultimately, Nu-World grew into a multimillion-dollar enterprise that served niche brands like **Enjoy Life Foods** and mega brands such as **Chobani, Kellogg, Conagra** and more. At Nu-World, Susan solidified her skills at building a strong and successful company. Prior to Nu-World, Susan worked at **Arthur Andersen** as a Management Consultant where she helped companies large and small define new business strategies, design new organizations (including outsourcing and shared services), implement improved systems, processes and metrics, as well as engage and train their teams to change and improve their financial business performance. She holds a BS in Business from Indiana University and an MBA from Northwestern University's Kellogg School of Management.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Mara Ebert, Chief Sales Officer

Executing sales strategy.

Mara's focus is on launching The Planting Hope Company Inc. to new heights by setting sales strategy, establishing pricing, promotion, assortment, placement and retailer priorities across channels for **TPHCI's Mozaics, Hope & Sesame** and **Veggiecopia** brands. Mara has a deep knowledge of consumer-packaged goods and tireless enthusiasm for understanding consumer and shopper behavior. With over 25 years of experience in consumer-packaged goods, her accomplishments include launching **Valsoia** (Dairy-Free Gelato) into 2,500 doors and establishing **Icelandic Provisions** (Icelandic Skyr) into 7% ACV in year one. Most notably, expanding **Applegate's** presence in Target by establishing a 4-foot dedicated set for Natural & Organic Meats in all Target stores, leading to Target's Partner of Excellence Award in 2014 supporting Health & Wellness initiatives. Since 2002, Mara has been an active board and council member of The Chatham Community Players, a local nonprofit community theater. Mara is also an active commissioner with the Maplewood Historic Preservation Commission in Maplewood, NJ since 2018. Mara earned her BS in Business Administration from the University of Phoenix.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Todd Bamberg, Creative Director & Co-Founder

Design + execution of packaging & branding, category insights and data analysis to drive decision making.

As Co-Founder of The Planting Hope Company, Inc., Todd brings more than 20 years of in-depth experience and passion in the packaged foods industry to the team. Todd heads up TPHCI's sales reporting initiatives to create new opportunities at retail as well as creative services around branding. Todd started his career in the food industry in 1999 spending 11 years at premium retailer **Whole Foods Market** during their largest time of expansion and growth. Todd rose to Senior Global Grocery Buyer where he launched and pioneered the Global Grocery & Category Review programs, which grew center store sales to over \$2.5B. Prior to founding The Planting Hope Company Inc., Todd started **Upgrade Partners**, helping to create a team that partner with companies and investors in the CPG space, especially young innovative companies like **Nutpods**, **Dr. D's**, **So Good So You** and **Nancy's Yogurt**. Todd wasn't always involved in the food industry. He started his career in the concert production industry as a sound engineer, tour manager, and showrunner and he ended up running the Audio Production dept. for **LD Systems**, providing support for concerts and film production in Houston & San Antonio. Todd attended Texas A&M University.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Allison Krupp, Senior Vice President of Marketing

Guiding the development and execution of the marketing strategy across brands, supporting trade, consumer marketing, social community building, and e-Commerce.

Allison is an award-winning Omni-Channel Marketing and Communications Strategist with over 30 years of experience. She is passionate about health and wellness and shares the TPHCI mission of sustainability and nutrition from the bottom of her heart. Prior to joining TPHCI, Allison headed up **KW Consulting, Inc.** designing and executing strategic loyalty programs, PR, creative, campaigns and events. She is also the former VP of Marketing for a national high-growth natural grocer, **“Fresh Thyme Farmers Market.”** Allison has broad experience—she has directed and executed strategic marketing and communication campaigns for organizations such as **Chase, Target, American Airlines, NASA** and the **Chicago Bears (NFL)**, as well as a national health club chain and mix-use entertainment districts throughout the country. Allison received her BA in Communications from Western Illinois University.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Jeannie Andolena, Vice President of Ecommerce

Guiding and executing the customer's digital experience.

Jeannie brings 12+ years of experience in CPG & E-commerce to develop, implement, and optimize the Planting Hope Company's customer experience across digital platforms. Previously as Chief Operating Officer of online start-up **VEDGEco**, the first nationwide plant-based distributor, Jeannie oversaw operations, UX, sales, and marketing, and helped the company surpass seven-figure topline sales during the first 12 months. Prior to **VEDGEco**, Jeannie was part of the **Jet.com** acquisition by **Walmart**, where she held senior marketing manager positions with both companies leading category-specific performance marketing, developing marketing campaigns, and overseeing vendor partnerships. Earlier in her career, she was a brand manager for **Reckitt** during which time she championed brand innovation across Europe and North America and launched 12+ products.

Jeannie, a passion plant-based advocate and vegan since 2018, received a Bachelor's of Business Administration from the University of Michigan.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Tony Boring, Human Resources Manager

Managing HR, customer experience...and everything else.

Tony wears many hats at The Planting Hope Company Inc. and provides critical operations support. He is currently the HR Manager, Office Manager, Tradeshow Coordinator and IT support. From 2006 to 2011, Tony was the Gallery Director at a successful and long-standing gallery in the Short North Arts District of Columbus, Ohio. In this role, he gained valuable operations and communications experience. He then moved to Chicago to begin his career in the food industry, first as the office manager and HR manager at **GoPicnic, Inc** and then **AirlineMporium**, an airline food brokerage, before moving to **Spinning Wheel Brands** in 2017. After attending school at Miami University in Oxford, Ohio, Tony crossed the Pacific Ocean to finish his degree at the University of Hawaii.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Matt Coffer, Operations Director & Co-Founder

Supply chain and commercialization.

As the Chief Product Officer and Co-Founder of The Planting Hope Company Inc., Matt uses technical skills and his own passion for culinary arts to design, develop, and continuously improve the lineup and bring new products to life for TPHCI. Matt's career started off in engineering. He began working for **General Motors** where he helped launch the Hummer H3. Matt was then recruited by **Toyota** in San Antonio before being transferred to Toyota's Crash Safety division outside of Ann Arbor, MI. While working a full-time job with Toyota, Matt took classes at night towards his MBA at the University of Michigan Ross School of Business. After Toyota, Matt was recruited by **Amazon** and joined one of the original fulfillment centers, RNO1, as an Operations Manager. In 2015, Matt joined with the other founders to start TPHCI. Matt received his BSME from Kettering University and his MBA from the University of Michigan's Stephen M. Ross School of Business.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



James Curley, Executive Vice President of Global Business Development & Co-Founder
Guides and executes sales and distributor strategy across grocery retail, MULO, + export.



James is a Co-Founder with 40 years of experience in the natural products industry. James' expertise lies in developing brands with brick-and-mortar retailer partners and, The Planting Hope Company Inc.'s current footprint in retail is largely the result of his efforts. James founded two companies: **JFC Market Management, Inc.** and **Upgrade Partners, LLC.** Both were contract sales and business development firms specializing in early-stage development for dozens of small- and mid-size brands, such as **Nancy's Yogurt** and **Tofurky** amongst others. James has also held positions in retail grocery, natural food store management, specialty distributor sales, and regional sales management. James was also the founder of **New City Market**, one of the earliest 'Natural Foods Supermarkets' in the Chicago area before Whole Foods Markets and others entered the metro market. James attended LaSalle University, majoring in literature and music. He's an accomplished musician and performer, as well as an award-winning songwriter in his spare time.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Georgia Jordan, Director of Conventional Grocery
Conventional Grocery Sales.



Georgia's career in the Consumer Packaged Goods industry started as a tech manager with a small brokerage firm in Maryland. She worked her way up through the ranks to Senior Account Executive before making the move to direct sales. Georgia has been successful in both managing broker partnerships and in direct sales responsibilities. Among her accomplishments, at **Georgia-Pacific corporation** she gained distribution in CVS, the first they'd had in over five years. In her eleven-year career at **Applegate**, she was quickly promoted to National Account Manager, where she consistently exceeded sales targets with customers across the country. Most recently she achieved distribution gains at Walmart of 6 SKUs in over 3000 stores as well as developed unique frozen item for their portfolio.

Georgia's passion for health and wellness along with her desire to work with a mission-based company made the move to The Planting Hope Company a natural fit. Her focus will be on distribution gains to make quality, health oriented, sustainable plant-based foods available to everyone!

On her off time, you can find Georgia performing acoustic music at local North Phoenix venues with her boyfriend, traveling, or hiking in the beautiful countryside.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Matt Moran, Director of Natural
Natural Channel Sales.



Matt started his career inadvertently with a handful of part-time gigs at various food co-ops and natural food stores in his native New Hampshire during and immediately following college. Sparked initially by an interest in healthy eating, it soon grew into a full-blown passion and life-long dedication to the alternative food culture.

His first “real” job was as a broker for **Natural Specialty Sales/Acosta** where he was a territory sales manager for all the natural independents and co-ops in Maine, New Hampshire and Vermont representing brands such as Nature’s Path, Seventh Generation, Stonyfield, Cascadian Farm, Annie’s, Muir Glen and countless other pioneer brands in the natural food space.

Wanting to be home more with his young children, he left the road life for almost 6 years to be the grocery manager and promotions coordinator for **A-Market**, an independent natural foods store with locations in New Hampshire and Rhode Island.

Next was a lengthy stint at **Mary’s Gone Crackers** where he began by managing and growing sales on the east coast for both natural and conventional channels as well as Canada, eventually working his way up to managing **Whole Foods Global**.

After that came a crash course in the big world of CPG as he took on the role of Director of Natural at **Justin’s** which required him to simultaneously remain loyal to his deep natural foods roots while also integrating into and learning the ways of parent company Hormel.

Lastly and most recently was a continuation and fine-tuning of the skills he developed at Justin’s as he took on the Director of Natural role at **RightRice**, helping grow the brand to the point of acquisition by Planting Hope Company.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Emma Rimsa, Senior Videographer and Content Creator
Coordinating and producing all digital content.

Emma oversees the coordination and production of all digital content in the Planting Hope Company's marketing department. She creates and leverages content on social media to strengthen brand identity, emotional connections, engagement levels, and marketing initiatives to drive each brand in the consumer and industry space. Most recently she managed digital content for **Hubbard Broadcasting's 97.1FM The Drive**. During her time at Hubbard, she helped navigate The Drive's evolution from a terrestrial radio station to a robust media brand with high performing digital content. Emma has been featured for her video work on **WGN Morning News** multiple times, filling in for their host Mike Toomey. She also has connections within Chicago media and performance circuits and produces digital content and indie films with many Chicago-area filmmakers. Emma received her BA in Broadcast Journalism and Theater from Illinois State University.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Rav Brar, Senior Corporate Designer

Designing and producing all corporate, digital and investor content.

Rav is a Graphic and Interior Designer with over 15 years of experience and heads up **Rav Brar Design Inc.**, a full-service integrated marketing and design agency. Rav Brar Design specializes in strategic brand identity, graphic design, web design and interior design to all sizes of companies and industries. He is the former VP of Marketing & Design for Vancouver-based real estate developer **Legendary Developments**. Rav has broad experience—he has directed and creatively guided many real estate development companies and publicly traded corporations in Western Canada. Rav received his Diploma for Graphic Design from the Art Institute of Vancouver.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Belle Hissam, Senior Art Designer

Designing and producing all packaging and illustrative content.

Belle Hissam is a senior artistic designer at the Plant Hope company. With a BFA from Appalachian State University, they specialize in illustration, graphic design, marketing and brand identity work.

They have been working as a designer and artist since 2015.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Laurie Winter, Operations Manager

Ensuring shipments reach customers on time and in full.

Laurie is a seasoned veteran when it comes to operations, with over a decade of experience, and ensures orders efficiently get to The Planting Hope Company Inc. customers. From 2010 to 2020, Laurie worked with **Presence Marketing**, one of the top natural brokers in the industry. During her tenure at Presence, she was involved with all aspects of brand building and support and created the only broker tradeshow and events team to provide high-level planning support to brands, retailers and distributors. Starting from the ground up, she ultimately grew the department to three full-time members and six part-time members across the country and managed over \$5M dollars in marketing and events annually. After her successful career at Presence, she ventured into the brand side of the industry, joining **Swerve Sweetener** as Director of Operations and helped facilitate the acquisition of Swerve Sweetener in 2020. Laurie received her Bachelor of Science in Human Sciences from Florida State University.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Kim Iovinelli, Operations Manager

Innovating and maximizing efficiency in distribution and logistics.

Kimberly Iovinelli is the Operations Manager for RightRice. She manages and oversees various inventories throughout the supply chain, QA during production runs, and supports Wholesale and Retail channels. Kim first started her career in sales at **Readerlink Distribution Services, LLC** in 2012. She worked on key accounts, such as Target and Walmart, which gave her 4 years of essential sales experience. After Readerlink, she moved to **Wilton Brands, LLC** working as the Sales Operations Manager to support the Target, Meijer, Grocery, and Military accounts. Kim graduated from Carthage College with a BA, double majoring in Communications and Public Relations where she also competed on the Women's Lacrosse Team.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Alex Blackington, Warehouse Manager

Innovating and maximizing efficiency in distribution and logistics.

At The Planting Hope Company Inc., Alex's focus is on streamlining the warehousing, logistics, and order fulfillment processes. Alex has been in the CPG industry for six years working for companies like **Trimino Brands** and **EarthWater**. Alex has done everything from calling accounts and C-stores, event production management, multisite inventory management, Amazon FBA fulfillment in multiple countries, and all things logistics and transportation. Prior to The Planting Hope Inc., Alex held positions in the experimental marketing division at **Wasserman** where he designed the entire Dallas warehouse infrastructure layout and its procedures, and at **Bolthouse Farms**, helping distributor partners grow company products with key retailers in North Texas. Alex studied Marketing at Oklahoma State University.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Courtney Benavente, Marketing Channel Manager - Barista

Assisting operations in Research and Development for new product innovations, recipe creation and media content.

With over a decade of experience in the coffee industry, Courtney has a true passion for the craft. She first started her coffee career as a barista at **Dutch Bros Coffee**, a 6x8 drive thru coffee stand in Boise, Idaho. Her passion for people and strong sense of ownership to the operation led her to a position in management quickly and eventually brought her leadership skills to Illinois to become the General Manager of **Arcedium Coffee House**. She went on to gain more knowledge on the roasting process at **Two Brothers Coffee Roasters** and even spent some time on a coffee farm in Panama. It was on the farm, truly learning about coffee, that she knew that she was in the coffee industry to stay. She made her way down to Austin, TX and became the Event Coordinator for **Cuvée Coffee** and eventually General Manager of their flagship coffee shop. After her successful career with Cuvée, she worked with **Easy Tiger Bakeshop & Beer Garden** to establish their coffee program, from creating their training program to developing their syrup and cold brew recipes. Courtney takes her coffee black with a splash of Hope & Sesame Barista Blend or Chocolate Hazelnut.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Manu Daval, Barista Field Manager

Assisting sales by bringing awareness to Hope and Sesame and Barista Blend brands in the field.

Manu's career began in the restaurant industry, working in the front of the house of various New York City area restaurants as a server, captain and manager, including a couple 3 Michelin starred establishments. His favorite part of working in hospitality was observing and reading guests and always trying to anticipate their needs, making them feel they were in great hands, allowing them to relax and enjoy their experience.

Manu joined Spinning Wheel Brands—now **The Planting Hope Company**—in 2017 to assist at a consumer show and this led to a business development role on the West Coast. He also took on Costco roadshows and carried on as a regular member of the company's consumer, trade, and specialty show team. Post Covid shutdown of public events his role shifted to e-commerce, social media and public relations where he tried to bring his hospitality background and experience in guest relations to help began the Customer Service department at Planting Hope Company. Currently Manu has joined the sales team with a special focus on the **Barista Blend** and the **Hope and Sesame** brand.

Manu resides in Tahoe City, California with his wife. In his spare time, Manu enjoys snowboarding in the winter, paddle boarding in the summer, and painting the rest of the time.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Henry Hill, Product & Culinary Development Chef

Assisting operations in Research and Development for new product innovations, recipe creation and media content.



Since his humble beginnings Hill has had the opportunity to work in some of the countries most renowned fine dining restaurants including the 1 Michelin star **Alizé in the Palms hotel in Las Vegas**, the 3 Michelin starred and honorary recipient of the San Pellegrino award for #1 best fine dining restaurant in the world **Eleven Madison Park in New York City**, as well as it's sister restaurant the 1 Michelin starred restaurant at **The NoMAD Hotel**.

Chef Hill later obtained Michelin status of his own as Executive Chef of the 1 Michelin starred **Dusek's Thalia Hall** of Chicago's Pilsen neighborhood.

