

THE PLANTING HOPE COMPANY INC. ORGANIZATIONAL CHART



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Julia Stamberger

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



Todd Bamberg Creative Director & Co-Founder



Allison Krupp Senior Vice President of Marketing



Jeannie Andolena Vice President of Ecommerce



Susan Walters-Flood Chief Operations Officer



Kohmela Grier Chief Financial Officer



Mara Ebert Chief Sales Officer



Rav Brar Senior Corporate Designer & Marketing Manager



Manager

Samantha Siegel Marketing



Henry Hill Product & Culinary Development Chef



Christopher Underhill Ecommerce **Customer Success** Manager



Adrian Anghelescu Consultant - IT



Matt Coffer Operations Director & Co-Founder



Tony Boring Human Resources Senior Accountant Manager



Lynn Smart



Michaela Notman Accountant



Georgia Jordan Director of Conventional Grocery



Business Development

& Co-Founder







Wendy Lowing Senior Sales Coordinator



Kim Iovinelli Operations Manager



Laurie Winter Operations Manager



Alex Blackington Warehouse Manager









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.























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.















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.























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 **Veggicopia** 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.

















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.















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.



















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.

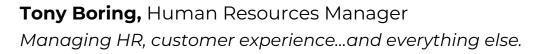














Tony wears many hats at The Planting Hope Company Inc. and provides critical operations support. He is currently the HR Manager, Office Manager, Tradeshow Coordinator and IT support. From 2006 to 2011, Tony was the Gallery Director at a successful and long-standing gallery in the Short North Arts District 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.















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.













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.





















Rav Brar, Senior Corporate Designer & Marketing Manager

Designing and producing all brands and corporate, digital and investor content. Also developing, implementing and executing strategic marketings plans for all brands.



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.









Samantha Siegel, Marketing Manager

Coordinating, developing, implementing and executing strategic marketings plans for all brands.



Samantha's diverse job experience comes from an innate interest to learn and grow, fueled by the mission to live a life dedicated to enhancing the quality of life of others while lowering our impact on the planet. In marketing positions, she has had the opportunity to work with companies such as the Planting Hope Company, **VEDGEco**, and **Voters For Animal Rights** which all align on a plant-based, planet-forward mission. During the lockdown of the pandemic, Samantha directed her energy and time toward increasing food accessibility with **AmeriCorps**' Food Distribution program with New York City Emergency Management and managing farmer's markets with **GrowNYC**. Samantha's longtime career in entertainment included directing shows for **Norwegian Cruise Line**, choreographing a national tour of a musical, and performing in film, television, and music videos. Her eclectic background gives Samantha a unique perspective in every space she is in, and she is grateful for the journey and the impact made through it all.















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.











Christopher Underhill, Ecommerce Customer Success Manager Ensuring customer success and onboarding new users after purchase.



With 10+ years of experience in customer service across several fields, Christopher's main goal is to smooth out any bumps in the customer journey. He takes pride in being the voice of the consumer, relaying feedback to every department. He also manages the PHB website with the Ecommerce team and optimizes PHB's Ecommerce presence elsewhere. Christopher has trained customer service teams over the years, including for the vegan wholesaler **VEDGEco** based in Hawaii and **Whole Foods Market** in Texas. The most important thing he relays to trainees is that every customer with a concern is looking for the same thing: to be listened to and understood. And if all else fails, free samples go a long way!







Adrian Anghelescu, Consultant – IT

Advise, plan, design and install information technology systems for fulfillment and logistics.



Adrian brings over 24 years of experience in all facets of technology, fulfillment, and 3rd party logistics. Primarily, he is the elusive magician that knows all the secrets of logic and functions which becomes one of the most important parts of every successful business. Amongst notable achievements, Adrian was part of the management team of **Nutrifresh** Services, whom executed a successful turn - around, from a money-losing operation with assets of less than \$8M to a highly profitable services-focused company that was able to attract an investment at \$110M valuation 4 years later. Most recently Adrian has served as a SVP of Technology for a publicly traded company with another successful exit alongside with multiple acquisitions during his tenure. While working on backends and thinking in numbers, in real life (on the front end) Adrian loves to travel all over the world getting inspired by new sceneries and people, while transposing these experiences in his own kind of art or in a scripting language.

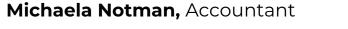










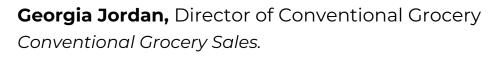


Provide financial information to management and preparing reports.

Bio **Coming**









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!

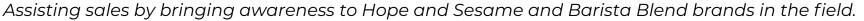
On her off time, you can find Georgia performing acoustic music at local North Phoenix venues with her boyfriend, traveling, or hiking in the beautiful countryside.







Manu Daval, Barista Field Manager





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.







Wendy Lowing, Senior Sales Coordinator



Assisting sales by bringing awareness to all brands.

Wendy's career began in NYC working in Fashion. She started with in-store merchandising then worked her way through the ranks to an account executive working with large department stores, online businesses and off price retailers. She made the move into CPG 7 years ago starting with **Applegate** then moving to **Levain Bakery**. Wendy has supported large National and Regional sales teams, Sales Strategy and Marketing departments. Most recently, Wendy coordinated all aspects of the Levain Bakery Expo West booth. This was their first appearance at Expo West so it was a project that required building everything from the ground up. The booth and Expo West were a success! Everyone loves a good chocolate chip cookie but Wendy is excited to return to a business that takes the environment, ingredients and wellness to the next level. When she is not working, Wendy enjoys spending time with family, friends and her two cats. She also loves building up her record collection by visiting some of her favorite local or not so local record stores.













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.

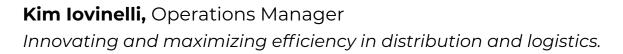














Kimberly lovinelli is the Operations Manager for RightRice. She manages and oversees various inventories throughout the supply chain, QA during production runs, and supports Wholesale and Retail channels. Kim first started her career in sales at **Readerlink Distribution Services, LLC** in 2012. She 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.











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.











Jesse Batesole, Inventory and Warehouse Specialist Expanding seamless productivity among teams and advancing warehouse performance.



Jesse oversees multiple operations at The Planting Hope Company's Chicago headquarters, including warehouse organization, inventory administration, consumer PO quality control, product reconciliation, shipping coordination and 3PL project fulfillment; as well as liaison among departments and support with marketing, e-commerce and sales. Jesse brings his project management, customer relations, inventory and shipping/receiving experience to the team after spending nearly 20 years as an operations supervisor with major luxury fashion retail brands such as **Gucci**, **rag & bone**, **Intermix** and **Brooks Brothers**. An avid fan of the arts, Jesse previously served as a talent buyer for a local music venue and as artist management for touring musicians.

Jesse studied marketing and journalism at North Park University in Chicago.















Kamajay Cotton, Shipping Specialist



Monitor all orders to ensure on time booking and shipping.

Kamajay manages shipping and receiving processes at TPHC's HQ warehouse, ensuring customer orders are processed and packaged daily. He oversees freight receiving and communication with our delivery partners; while also assisting our staff with special projects.

Kamajay joined the team with previous warehouse receiving and logistics experience at **Walmart**. In his free time, Kamajay is a devoted reader of books and likes maintaining a healthy lifestyle. He graduated from Walter H. Dyett High School for the Arts in Chicago.





