



THE PLANTING HOPE COMPANY, INC.

BOARD OF DIRECTORS



THE PLANTING HOPE COMPANY, INC. BOARD OF DIRECTORS



Julia Stamberger

- Chairman of the Board
- CEO



Sandra Linn

- Lead Director
- Chair of Governance, Nomination, & Compensation
- Member, Audit Committee



Shelley Diamond

- Member, Audit Committee
- Member, Governance, Nomination, & Compensation Committee



Amanda Helming

- Member, Governance, Nomination, & Compensation Committee



Kay Wong-Alafriz

- Chair of Audit Committee

THE PLANTING HOPE COMPANY, INC. BOARD OF DIRECTORS:



Julia Stamberger, Chairman of the Board

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. BOARD OF DIRECTORS:



Sandra Linn, Lead Director, Chair of Governance, Nomination, & Compensation Committee, Member - Audit Committee

Sandra is guided by the principle that putting the consumer first in decisions and in actions leads to better long-term results. She is a seasoned executive who is passionate about delivering business results through customer-led insight, science, and solutions. Her experience extends over two decades and spans verticals, including operations, merchandising, strategic planning and finance for major retailers and consultancies within North America.

Sandra is a managing partner of **GEM Insight Consulting**. GEM's goal is to make analytics, that are now table-stakes in retail, accessible to companies of all shapes and sizes through a flexible delivery model that is cost effective without compromise. While holding data has become easier and less expensive, knowing how to create the right metrics and using them to make better decisions can be illusive. GEM works with global retailers and manufacturers to get value from the vast amount of data they are collecting. GEM has decades of experience helping retailers, like Kroger, Metro, Whole Foods, Ahold/ADUSA, Tesco, and Cardenas Markets, and major CPGs, including Unilever USA, Unilever Vietnam, and Unilever Taiwan, use data and insight to deliver better assortment, pricing, promotions and personalized content and offers. Clients also include data insight providers including EYC, Infoscout/Numerator, and Sertis. She has a long-term client relationship with **SPINS**, a data and technology firm for natural and wellness retailers and brands, where she was the interim Head of Retail in 2020.

Prior to GEM, Sandra was COO of **dunnhumby** Canada, SVP Retail for dunnhumby North America, and SVP Client Leadership at **84.51°** and dunnhumbyUSA. In each of these roles, she led the development and execution of customer solutions for retailers and brands, including Whole Foods Market, Metro Inc., The Kroger Co., and CPGs, in merchandising, assortment, pricing, promotions, loyalty and store design.

Prior to her work at dunnhumby, Linn served as VP of Operations Strategy for **FedEx Kinko's** where she delivered operational and quality improvements. She spent over a decade in executive positions at The Kroger Co. including Vice President of Merchandising for General Merchandise and Vice President of Operations in Kroger's Atlanta division, Group Vice President of Retail Operations, and Director of Finance in The Kroger Co.'s corporate office.

Sandra holds a Master's in Business Administration, with a specialization in Quantitative Analysis from the **University of Cincinnati**, and a Bachelor of Science from **Purdue University**.



THE PLANTING HOPE COMPANY, INC. BOARD OF DIRECTORS:



Shelley Diamond, Member - Governance, Nomination, & Compensation Committee,
Member - Audit Committee

Shelley Diamond is a passionate builder of global brands and businesses, with expertise across an integrated array of communications disciplines. As one of the highest-ranking female executives in advertising (named the 11th Most Powerful Woman in Advertising by Business Insider, among other accolades), Shelley has helped champion marketing transformation for domestic and global clients in both the consumer and B2B spaces.

In her role as CMO of **UNICEF USA** she is responsible for building the UNICEF brand and communicating its mission “to be the leading child rights organization” to the US market. As head of marketing, her focus is to deliver the goals of the strategic plan through integrated marketing communications across all channels influencing all constituents. Her team leads small donor strategy and experience, external communications and partnerships and supports the entire organization. She is a member of the senior management team.

Shelley Diamond was the Chief Client Officer at **Young & Rubicam** and served on Y&R’s Executive Board. During her tenure at **WPP** she led the Dell, Tyson Foods, Campbell Soup and Xerox business responsible for P&L’s representing over \$100 million in annual revenue. As a WPP leader she also provided the vision and organizational leadership to integrate 10 agencies across four continents and deliver cross-channel marketing solutions. Shelley also created and led **Y&R Inspire Change**, a social impact practice focused on helping corporate clients and not-for-profits transform the way they go to market and engage a new generation of donors and advocates for social change.

From 2007 through 2010 Shelley served as President of the flagship New York office of Young & Rubicam. She led the day-to-day operations, formulating, and implementing strategic direction, developing talent, and leading the transformation efforts to expand the company’s capabilities through the addition of new media and digital capabilities. She successfully drove organic growth from both existing and new clients, introducing new capabilities across offices and lines of business resulting in significant increases in top and bottom- line performance.

Shelley is also a mentor and a champion of women in the work force. She led women’s initiatives for Y&R including WPP’s commitment to the United Nations Gender Equality Sustainable development goal. Among other endeavors, she is a founding member of **W.O.M.E.N. in America** and a charter member of the prestigious **Fortune/US State Department Mentorship Program** since inception. Ms. Diamond has recently been named a Global Ambassador for **Vital Voices**.

Shelley Diamond is a team builder, a connector, a motivator, a pioneer, a networker, and a leader. In addition to it all, she raised two daughters and a son. She and her husband live in Scarsdale, New York where they occasionally babysit their rescue grand-dog.



THE PLANTING HOPE COMPANY, INC. BOARD OF DIRECTORS:



Amanda Helming, Member - Governance, Nomination, & Compensation Committee

Amanda Helming is Chief Marketing Officer at **UNFI**, the largest publicly-traded grocery distributor in America (~\$26 billion in annual sales), where she currently oversees marketing and communications along with a portfolio of 20+ owned brands and 5,000 SKU's, making it a Top 50 CPG in the U.S.

Amanda formerly served as the chief strategist for **Dunkin Brands**, as VP Brand Strategy & Marketing, where she led the transformation to be the most loved, on-the-go coffee brand in the world over the past decade. She also previously led marketing at **UNOs** helping to creatively (and scrappily) overhaul their menu and brand strategy, and at **General Mills**, she identified creative distribution channels for the Big G Cereal portfolio.

Her extensive experience across the food and coffee industry, scaling growth (both domestically and globally) and leadership across consumer insights, competitive/market intelligence, brand marketing, sales and communications, and “outside-the-box” placement and partnerships for existing new products in the coffee and food industry lends itself to the go-forward strategy for The Planting Hope Company, Inc. During her tenure at Dunkin’, Amanda helped create and operationalize the long term strategic plan (The Blueprint for Growth) including the internal and external updates with investors, developed and scaled the brands first national value strategy (Go2’s, still being run successfully today), overhauled the menu and introduced hundreds of new products and coffee-based beverages resulting in record-breaking category growth, and she helped lead the re-launch of the Espresso platform and the rebrand to “just Dunkin’”, all of which earned Dunkin’ the “2018 most transformational brand” accolade in the foodservice industry.

Furthermore, this strategic plan and the 10 or so priorities that underpinned it recently led to the successful sale and privatization of the brands for \$11.3 billion (\$106.50 / share, up from ~\$50 / share). Equally as important to her, Amanda drove significant growth for the franchise partners in her tenure at Dunkin’ – as someone with past experience owning and operating a small business herself, she always seeks to build her base understanding from the “inside-out”. Amanda is someone who clearly values, and has a successful track record, of growing brands with differentiated, high-quality products that serve unmet consumer needs – exactly like the Spinning Wheels Brands. She has a personal and professional mission to transform the future of food, and she’d be thrilled to bring her combined food service and CPG industry expertise, and thoughtful, innovative approach to The Planting Hope Company, Inc. all-women board.



THE PLANTING HOPE COMPANY, INC. BOARD OF DIRECTORS:



Kay Wong-Alafriz, Chair of Audit Committee

Kay Wong-Alafriz is an experienced, high integrity strategic board director bringing broad finance and operations experience to bear in helping public and private companies achieve corporate objectives. Currently, she serves as the CFO & Head of User Acquisition, Data Science & Analytics, Legal & Compliance, and Asset Infrastructure at **Kabam Inc.**, a subsidiary of Netmarble Corp. Kabam is a world leader in the development and publishing of massively multi-player mobile games.

An enabler of innovation for the business, Kay is passionate about championing a collaborative and integrative approach for the finance function that leverages technology and data to drive decision making.

Kay holds a BA, Political Science from Queen's University, and is a CPA, CA, CFE, ICD.D. She has served on multiple boards from a variety of sectors. She has been fortunate to collect an array of domestic and international experiences in in Commerce & Trade, Hospitality & Gaming, Technology / FinTech, Telecommunications, Mining & Exploration, Transportation, Anti-Money Laundering & Regulations and Community Education.

