



THE PLANTING HOPE COMPANY, INC.

ORGANIZATIONAL CHART



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



Kohmela Grier
Chief Financial Officer



Susan Walters-Flood
Chief Operations Officer



Mara Ebert
Chief Sales Officer



Allison Krupp
Senior Vice President
of Marketing



Todd Bamberg
Creative Director
& Co-Founder



Tony Boring
Human Resources
Manager



Matt Coffey
Operations Director & Co-Founder



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



Drew Hackney
e-Commerce Manager



Jackie Nguyen
Brand Captain,
Hope & Sesame



Ben Conant
Business
Development
Manager



Manu Daval
Social Media &
Customer Service



Sean Jordan
Shipping Manager



Laurie Winter
Operations Manager



Alex Blackington
Warehouse Manager

THE PLANTING HOPE COMPANY, INC. MANAGEMENT TEAM:



Julia Stamberger, Chief Executive Officer & Co-Founder

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 the financial operations and reporting of TPHCI.

The newest member of our team, Kohmela brings more than 20 years of finance and accounting experience and a proven record of change management and business-building, across industries from consumer products to healthcare to laboratory equipment and more. Kohmela takes a collaborative approach in partnering with the other leaders and owners of the business providing critical information to deliver immediate and sustainable results. As our financial leader, Kohmela will execute accounting and financial reporting as well as take charge of implementing the IT infrastructure required to effectively support the significant growth ahead at The Planting Hope Company, Inc

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. Kohmela's expertise on the distributor side of consumer products will be instrumental as SWB's retail and distributor sales channels expand. While at Premier, Kohmela specifically honed her organization-building skills, as exemplified in her leadership of cross-functional teams in establishing the data and IT infrastructure (including ERP implementation) necessary to generate customer and business data for effective business decision making.

Previous experiences include: **Marcus Lemonis**, where she was instrumental in guiding entrepreneurs on the show "The Profit" on the best means to turn their businesses around financially, and **Xeikon America**, where she led the internal and external financial and business reporting (including key business metric, and business/inventory/revenue trend analysis, customer and product profitability and more) for both the US and Canadian entities.

Kohmela honed her expertise across all aspects of the finance functions in roles at **Panasonic**, **Thermo Fisher Scientific**, and **Baxter**, including management of Cash, AR, AP, Inventory, Debt, directing monthly close, financial reporting, forecasting, audit, tax, and oversight of shared services operations. Kohmela is a detail-oriented leader with the knowledge and drive to build out a customer-focused finance organization to fuel SWB's growth and foster performance improvement

Kohmela received a bachelor's degree 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 the business strategy of TPHCI.*



Susan, like the rest of the leadership, is an energetic, disciplined and innovative entrepreneur. Given Susan's deep experience in the food manufacturing and finance industry, her focus is on the building blocks of TPHCI: brand performance/customer value, production partner network/supply chain, shared services and business and financial performance. The social missions of TPHCI energize Susan's passion to take TPHCI to the next level: "It is more than just moving more product... it is about the nutrition, sustainability and the people that TPHCI serves!"

Prior to joining TPHCI, 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. The keys to success at Nu-World were operational/product excellence, product innovation and quality, supply chain partnering, financial focus, customer experience and passionate people. The journey, with all of its twists and turns, honed Susan's skills and her resolve to build a strong and successful company winning with proprietary products and processing value, customer relationships and great people!

Susan's success at Nu-World was fostered by her business acumen and business performance improvement skills developed throughout her career at **Arthur Andersen**. From 1991 thru 2001 Susan worked with companies large and small to 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. Susan loved her time as a management consultant. Helping organizations be the best that they can be is something that Susan did with Arthur Andersen and has continued to do throughout her career.

Susan's passion for building business is innate. She began to shape her craft while attending Business School at **Indiana University** and also gaining her Executive MBA from Kellogg School of Management. She enjoys consulting but loves business building, with all of the challenges and opportunities, the fun is propelling a strong and successful organization forward.



THE PLANTING HOPE COMPANY, INC. MANAGEMENT TEAM:



Mara Ebert, Chief Sales Officer

Executing the sales strategy of TPHCI.

Mara brings a passion and deep knowledge of consumer-packaged goods to her role as Chief Sales Officer at The Planting Hope Company, Inc. Mara's enthusiasm for driving growth and establishing inimitable retailer partnerships is the foundation for SWB's growth. Her focus is on setting sales strategy, establishing pricing, promotion, assortment, placement and retailer priorities across channels for Mozaics, Hope & Sesame and Veggicopia brands. Her extensive knowledge of retailers across Grocery, Mass, Club, Convenience, Drug and eCommerce among others are the building blocks for the sales organization.

Mara's unique perspective of buyers and consumers has been shaped over 25 years in Consumer Packaged Goods. From emerging brands \$0-\$40mm including **Icelandic Provisions, Valsoia, Dr. Schär, Aunt Fannie's** and **GoodPop**; to mid-tier CPG's such as **Applegate**, and on to Global brands at **Colgate-Palmolive**, Mara's experience spans sales, category management, data & insights, and brand marketing- including facilitating growth in Target, and Whole Foods.

Ready to propel a brand to new heights through visionary consumer insights, data-driven cross-channel planning, a relentless pursuit of desired outcomes, and a tireless passion for the food industry. Understanding consumer & shopper behavior and how to sell the right products to the right retailers is Mara's passion. Excelling at storytelling and blending the art and science of fact-based selling is what motivates her.

Mara is a sales-centric brand pioneer with game changing successes for emerging natural food brands. 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 non-profit community theater. Mara is also an active commissioner with the Maplewood Historic Preservation Commission in Maplewood, NJ since 2018.



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.

The latest addition to the Spinning Wheel Brands team is Allison Krupp, a Chicago-based, award winning Omni-Channel Marketing and Communications Strategist with high-level experience and a specialty in developing programs and campaigns for the retail and lifestyle industries. Allison brings over 30 years of experience performing in-depth analysis of business and communication needs to support organizational directives that build the company and a community. She is passionate about health and wellness and shares the TPHCI mission of sustainability and nutrition in all that we do.

Prior to joining TPHCI, Allison headed up **KW Consulting, Inc.** designing and executing strategic loyalty programs, PR, creative, campaigns and events to support organizational directives and build revenues for the retail and lifestyle industries. She is also the former VP of Marketing for a national high-growth natural grocer “**Fresh Thyme Farmers Market**” where she built and directed the Marketing, Advertising, Creative, Digital, Customer Service, PR Departments and outside agencies. In her career and agency work Allison has directed and executed strategic marketing and communication campaigns for organizations such as **Chase, Target, American Airlines, NASA, Ala Carte Entertainment, Uno Global Restaurant Group, CH Distillery, and the Chicago Bears (NFL)**, as well as a national health club chain and mix-use entertainment districts throughout the country.

Allison’s father was an exceptional business man and a great human being, and he instilled in her at an early age three things: to lead from the heart, to never accept mediocrity, and to “never, never, never give up” (quoting Winston Churchill). These qualities have been the compass in her life and in her work. She is passionate about her family, animal welfare, fitness and health and global domination of plant-based lifestyles!



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.



Drawing from more than 20 years' experience in the packaged foods industry, Todd brings a unique depth of experience to the The Planting Hope Company, Inc., providing creative services around branding and packaging design, trade dress, and promotional support. With a deep history in category analytics, Todd heads up TPHC's sales reporting initiatives providing a reporting suite for retail and distributor data points that is leveraged to grow sales and create new opportunities at retail.

Prior to founding TPHCI, Todd started **Upgrade Partners**, helping create a team of food industry veterans that partner with companies and investors in the CPG space. Rooted in brick-and-mortar sales and marketing support, the Upgrade team continues to provide strategic sales planning, promotional programming, distributor operations, and packaging and design support for existing and young, innovative food startups, including some of the most innovative and successful new natural products introductions (**Nutpods, Dr. D's, So Good So You, Nancy's Yogurt**).

Todd started out 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. After roles in the Mid-Atlantic, Northern California, the Pacific Northwest, Southwest, & Rocky Mountain regions, Todd joined the Global Purchasing team in Austin as Senior Global Grocery Buyer in 2006. In this role, Todd helped launch & pioneer the Global Grocery & Category Review programs, consolidating vendor trade programs into category-driving sales initiatives, growing center store sales to over \$2.5B, and contribution margin improvements into the highest levels the chain had seen to date.

With the Global Grocery Team, Todd was a primary WFM contact to more than 300 CPG companies, developing products for national program launches across the 11 regions at WFM, spanning 80+ categories throughout grocery, dairy, frozen, and bulk areas of the store. With the different regional WFM teams, Todd opened over 30 new WFM locations, including the flagship Lamar store in downtown Austin. He also played a vital role in launching several key internal initiatives like the Whole Trade Guarantee, cleaning products rating and quality standards, vetting of small brands for WFM capital investments, and food ingredient quality standards, regarded as some of the most stringent in the industry. Todd also fielded additional responsibilities such as internal financial auditing and legal and risk management support around hot button issues including FDA-level product recalls and withdrawal initiatives and the Federal Trade Commission's interjection into the acquisition of Wild Oats Markets.

Todd started his career in the concert production industry as a sound engineer, tour manager, and showrunner. He started out in production for smaller venues and ended up running the Audio Production dept. for LD Systems, providing support for concerts and film production in Houston & San Antonio.



THE PLANTING HOPE COMPANY, INC. MANAGEMENT TEAM:



Tony Boring, Human Resources Manager

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



Tony's preferred role at TPHCI is not having just one at all. He is currently the HR Manager, Office Manager, Tradeshow Coordinator and even IT. He also assists the Marketing Team and helps with Customer Service. A usual day has him touching on all these, if only briefly.

After attending school at Miami University in Oxford, OH, Tony finished his degree at the University of Hawaii. After graduation he became the Gallery Director at a successful and long-standing gallery in the Short North Arts District of Columbus, OH. He then moved to Chicago to begin his career in the food industry, first at **GoPicnic, Inc** and then **AirlineMporium**, an airline food brokerage before moving to Spinning Wheel Brands in 2017.

Tony is continuing his focus on providing healthy and sustainable food to consumers as well as support and assistance to a fantastic team of Food Industry professionals.



THE PLANTING HOPE COMPANY, INC. MANAGEMENT TEAM:



Matt Coffey, Operations Director & Co-Founder
Supply chain and commercialization.



As the chief product officer of The Planting Hope Company, Inc., Matt is focused on the quality of the current lineup and bringing future products to life. Matt uses technical skill and his own passion for culinary arts to design, develop, and continuously improve the lineup for The Planting Hope Company, Inc.

Matt attended undergrad at **GMI / Kettering University**, one of the top engineering schools in the country, and began working for **General Motors** in 1999 as a co-op, cumulating in a full-time role where he helped launch the Hummer H3. Soon after the launch, he was recruited by **Toyota** to be a part of Team Texas, and the brand-new assembly plant under construction in San Antonio. Matt was responsible for all door and glazing parts of the Tundra, and also became the plant expert in waterleak mitigation.

In 2007, Matt went from makin' stuff to breakin' stuff when he transferred to Toyota's Crash Safety division outside of Ann Arbor, MI. There he was responsible for a number of FMVSS regulations, including head impact, seat strength, and child seat attachment performance for all products produced in North America, including the Tundra, Venza, Avalon, and Sienna. While working a full-time job with Toyota, Matt was taking classes at night towards his MBA at the **University of Michigan Ross School of Business**, where he graduated in 2011.

Matt was recruited by **Amazon** and joined one of the original fulfillment centers, RNO1, as an operations manager, responsible for all freight coming into the warehouse during dayshift. Matt was usually in charge of 4 managers and about 120 associates, but during the 'peak' season leading up to Christmas, those numbers would swell to almost 400! Matt also implemented a number of Toyota Production System ideologies at RNO1, including standard work, where he nearly doubled the throughput of the Prep department while reducing raw material costs by a third. Matt spent his last Peak season at BNA2, a non-sort facility outside of Nashville, before leaving Amazon to live in the same city as his wife (finally!)

In 2015, Matt joined with the other founders to start The Planting Hope Company, Inc., where he asked, "Why can't peas be the first ingredient?"



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.



As the founder with 40 year's experience in the Natural Products Industry - 35 of them in sales and sales management - James primarily works to develop the brands in the store locations of our brick-and-mortar retailer partners, from single store natural supermarkets to national chain retailers. Our current footprint at retail is largely the result of his efforts, supported by operations, finance and marketing teams to produce, ship and sell the products.

James founded two companies in the Brand / Sales Management side of the industry: **JFC Market Management, Inc.** and **Upgrade Partners, LLC.** Both were contract sales and business development firms specializing in early-stage development of brand sales in channels, customers and product categories for dozens of small and mid-size brands in both conventional and natural products segments.

Brands that have benefitted from James efforts and acumen as a contract VP Sales or Senior Sales Executive include **Nancy's Yogurt, Tofurky, Mamma Chia, Nile Spice Foods, Giorgio Foods, Mama Mary's Foods, Nutpods, Wolfgang Puck Foods, Powell & Mahoney, GoPicnic Brands** and many others. Managing multiple brands and clients simultaneously in the industry proved uniquely suited to developing different brands and products at Spinning Wheel Brands.

Prior to the founding of JFC Market Management, and as one of the thousands of 'second wave' pioneers in the natural products industry, James held positions in retail grocery; natural food store management, specialty distributor sales, and regional sales management, beginning in 1977 when he worked in natural / health retail stores in Houston, Austin, and Chicago. He was the founder of New City Market, one of the earliest 'Natural Foods Supermarkets' in the Chicago area in the era before Whole Foods Markets and others entered the metro market.

Born and raised in Philadelphia, Pennsylvania, James attended LaSalle University there, majoring in literature and music before venturing into the natural products industry. 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:



Drew Hackney, e-Commerce Manager

Executing TPHCI brands across ecommerce platforms + marketplaces.

Drew oversees and manages execution on all third-party e-Commerce marketplaces including Amazon, and owned transactional marketplaces - deliciousness.com, marvelousfood.com, mozaicschips.com, hopeandesame.com, and veggicopia.com.

Drew started his career in eCommerce as a Quality Assurance Editor at **Groupon** in 2010. Since then, he has worked for several small + medium sized businesses such as **AFG Distribution** and **Tamos Distribution**, as well as driving online sales for Chicago's own **HouseLabels** on such platforms as Amazon, eBay, Shopify, BigCommerce, Etsy, Rakuten, and NewEgg. He has built websites and marketing materials for a number of clients, including The Singers' Studio, **Flippo Farms** and Trader Bros. He also spent a year at Chicago Google reseller **Cloudbakers** as a Google expert, teaching webinars and workshops to groups as small as 1 and as large as 300.

Originally from eastern North Carolina, Drew has lived and worked in the Chicago area for the last 10+ years. An avid outdoorsman and Eagle Scout, Drew has always enjoyed hiking and camping. An eager performer, he makes and produces his own music as well as trodding the histrionic boards occasionally. He also spends much of his spare time volunteering with the non-profit HeadCount, with which he is a Team Leader in the Chicago area, personally registering more than 3,000 voters since 2014.

Drew received his Bachelor of Arts degree from **Barton College** in 2007 with a major in Theatre.

GROUPON



THE PLANTING HOPE COMPANY, INC. MANAGEMENT TEAM:



Jackie Nguyen, Brand Captain, Hope & Sesame
Putting the culture into the Hope & Sesame brand.



Jackie Nguyen is a first generation, Vietnamese American, daughter of a refugee.

Graduating with a BFA in Musical Theatre at California State University, Fullerton, Jackie began her decade long career as an actor in New York City. One of her first professional jobs involved performing alongside Ashlee Simpson, Reba McEntyre and Stevie Nicks. Her Broadway career consists of Dr. Seuss' How The Grinch Stole Christmas, the International Tours of Hair, My Fair Lady and Miss Saigon, and most recently, she was on the Broadway Revival Tour of Miss Saigon. When Jackie wasn't performing, (other than the 5 other jobs balanced) she spent 8 years working for Starbucks as a barista.

As the pandemic hit, all of Broadway's doors shut down, including Miss Saigon. Jackie quickly pivoted and dedicated her time and energy into a new dream: Cafe Cà Phê. Based in Kansas City, Cafe Ca Phe is the first Vietnamese mobile coffeeshop in the US. Within 6 months of launch, CEO Jackie was able to triple her company's profit, grow a fan base of over 12k followers on Instagram (organically) and guest star on over a dozen Podcasts and NPR. Most recently, Cafe Cà Phê was featured in The Feast as a Rising Star, and in the July-August issue of Forbes as one of the Pandemic's Explosive Entrepreneurs.

Jackie has not only barista experience, but has done commercial work for Peloton, PNC Bank, HP, as well as social media managers for Miss Saigon and Cafe Ca Phê. She currently resides in Kansas City.



THE PLANTING HOPE COMPANY, INC. MANAGEMENT TEAM:



Ben Conant, Business Development Manager

Growing new emerging sales channels.

Ben spearheads the development of new emerging channels for TPHCI, from e-Commerce to foodservice. Ben has a passion for developing both established and new brands to go alongside a proven track record of sales growth and key relationship building every step of the way. A high-impact sales, marketing and business development strategist, Ben has 12+ years of well-rounded experience both on the agency and client sides, working cross-functionally on category leading brands such as **Guinness, Tropicana Pure Premium, Propel Fit Water, Jimmy Dean, and Aidells.**

Prior to joining TPHCI, Ben worked as Senior Analyst, Government Affairs and Industry Relations with **Hillshire Brands** in a newly-created, highly-visible role offering lessons in adding value, driving team engagement, and delivering excellence. Led key relationships while applying creativity and flexibility to business analysis—synthesizing market trends and internal sales data to provide guidance for top executives. Ultimately, upon acquisition by **Tyson Foods**, this role evolved into a promotion to lead integration of sales planning data for \$250M product, driving sales in the gourmet category. Collaborated with cross-functional team of 12 to maintain strong YOY growth momentum by introducing all product-related business intelligence into Tyson ecosystem.

Ben graduated from Purdue University where he competed on the Purdue Men's Tennis Team.



THE PLANTING HOPE COMPANY, INC. MANAGEMENT TEAM:



Laurie Winter, Operations Manager

Ensuring shipments reach customers on time and in full.

Laurie focuses on execution of delivery of purchase orders and shipments to TPHCI customers, from distributors to end consumers. Laurie also oversees inventory, including managing ecommerce vendor-driven inventory. She comes with over 10 years' experience in the natural CPG industry. From 2010-2020 she worked with **Presence Marketing**, one of the top natural brokers in the industry. During her tenure at Presence, she was involved with a variety of aspects of brand building and support including; marketing and sales strategies, promotional planning, event planning, management and execution, team cultivation, creating processes, procedures and overall brand success and growth. She created the only broker Tradeshow and Events Team providing high level planning support to brands, retailers and distributors. Starting this department from the ground up, she managed a small budget and grew the department to a three person full-time team, a six part-time team members across the country and over 5 million 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. There she managed HR, Accounting and Operations. Focusing on operations she managed; demand planning, procurement, production, freight, inventory management, order fulfillment, customer service, warehouse management, packaging development, Amazon fulfillment and inventory management and also quickly found financial and procedural efficiencies. She helped facilitate the acquisition of Swerve Sweetener in 2020 and played a key role in the preparation of the merger implementation and information collaboration.

Laurie received her BS in Human Sciences from Florida State University.



THE PLANTING HOPE COMPANY, INC. MANAGEMENT TEAM:



Alex Blackington, Warehouse Manager

Innovating and maximizing efficiency in distribution and logistics.

The newest addition to the TPHCI, Alex's focus is on the warehousing, logistics, and order fulfillment processes. He comes with over 6 years' experience in the CPG industry on the beverage side. Alex is an energetic, hardworking member of any team he is on and has always had a passion for all things encompassing warehousing, logistics and operations.

Having been in the CPG industry for 6 years Alex has done everything from calling on accounts and C-stores, event production management, multi-site inventory management, Amazon FBA fulfillment in multiple countries, and all things logistics and transportation.

After 6 years in the CPG industry Alex took a different path and went into the experiential marketing division at Wasserman. He led the production, freight, inventory management and planned/designed the entire Dallas warehouse infrastructure layout and its procedures. He successfully managed a team at multiple facilities while running a very successful operation.

Alex's passion for health and wellness has always been one of his top personal priorities and he's ready to share the amazing products at TPHCI with everyone around him.

