



THE PLANTING HOPE COMPANY INC.

BOARD OF DIRECTORS



THE PLANTING HOPE COMPANY INC. BOARD OF DIRECTORS



Julia Stamberger

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



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



Julia Stamberger is the Co-Founder, Chief Executive Officer and Chair of the Board of The Planting Hope Company Inc. Ms. Stamberger is a serial entrepreneur with over 20 years of experience developing disruptive consumer products, complex supply chains, business models and strategies.

Ms. Stamberger's success began in 2004 when she was brought into **United Airlines** as Business Development Manager, New Ventures & Investments, where she launched the airline's snackbox concept that quickly became the backbone of the United's domestic economy meal program. Ms. Stamberger then formed **GoPicnic, Inc.** (now **GP Concept Labs, Inc.**), one of the leading airline foodservice brokerages and supplier of nutritionally balanced, transportable and convenient food programs for airlines, retailers and others. In 2016, Ms. Stamberger launched **Spinning Wheel Brands**, where she developed and launched Planting Hope's flagship brands: **Hope and Sesame** (sesamemilk), **Mozaics** (real veggie chips) and **Veggicopia** (veggie snacks).

In 2020, Ms. Stamberger was named one of Crain's Chicago Business Notable Entrepreneurs and inducted into the Exceptional Women Awardees. She holds a Bachelor of Science degree in Marketing & Economics and a Bachelor of Arts degree in Creative Writing, with minors in International Business, Women's Studies & French from the Miami University of Ohio. Ms. Stamberger earned her MBA from Northwestern University's Kellogg School of Management.



THE PLANTING HOPE COMPANY INC. BOARD OF DIRECTORS:



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

Sandra is a seasoned executive with over two decades of experience in operations, merchandising, strategic planning and finance for major retailers and consultancies within North America. Sandra is a Managing Partner of **GEM Insight Consulting** where she works with global retailers, manufacturers and CPGs, such as **Kroger, Whole Foods, Tesco and Unilever**. Sandra also works closely with data insight providers and, in 2020, Sandra was the interim Head of Retail for **SPINS**, a data and technology firm for natural and wellness retailers and brands. Prior to GEM, Sandra was Chief Operations Officer of **Dunnhumby Canada** and SVP Retail for **Dunnhumby North America**. In these roles, she led the development and execution of customer solutions as well as merchandising, assortment, pricing, promotions, loyalty and store design for retailers and brands. Sandra has also held senior roles at **FedEx Kinko's** and **The Kroger Co**. Sandra holds an MBA with a specialization in Quantitative Analysis from the University of Cincinnati, and a BS from Purdue University.



THE PLANTING HOPE COMPANY INC. BOARD OF DIRECTORS:



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

Shelley is the CMO of **UNICEF USA** and one of the highest-ranking female executives in advertising, providing expertise across an integrated array of communications disciplines. Her work with domestic and global clients in both the consumer and B2B spaces has seen her receive numerous accolades, including being named the 11th Most Powerful Woman in Advertising by Business Insider amongst others. Previously, she was the Chief Client Officer at **Young & Rubicam/WPP** where she led the Dell, Tyson Foods, Campbell Soup and Xerox accounts, and served on Y&R's Executive Board. 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 to push for social change. From 2007 through 2010, Shelley served as President of the flagship New York office of Young & Rubicam and from 2007 to 2011, she served on the public board at **PAETEC Holding Corp.** Shelley is also a mentor and champion of women in the work force. She has 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/U.S. State Department Mentorship Program** since inception. Shelley has recently been named a Global Ambassador for Vital Voices.



THE PLANTING HOPE COMPANY INC. BOARD OF DIRECTORS:



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

Amanda has over 10 years' experience in the food service industry. Currently, Amanda is Chief Marketing Officer at **UNFI**, the largest publicly traded grocery distributor in America and a Top 50 CPG in the U.S., where she oversees marketing and communications along with a portfolio of 20+ owned brands and 5,000 SKUs. Amanda formerly served as VP Brand Strategy & Marketing for **Dunkin' Brands** where she developed and scaled the brand's first national value strategy that's still being run successfully today; she also helped lead the relaunch of the Espresso platform and the rebrand to "just Dunkin'," all of which earned Dunkin' the "2018 most transformational brand" accolade in the food service industry. Amanda previously led marketing at **UNO Restaurants**, helping to overhaul their menu and brand strategy, and at **General Mills**, where she identified creative distribution channels for the Big G Cereal portfolio. Amanda received her MBA from The Tuck School of Business at Dartmouth and a BA in Psychology from Middlebury.



THE PLANTING HOPE COMPANY INC. BOARD OF DIRECTORS:



Kay Wong-Alafriz, Chair of Audit Committee

Kay Wong-Alafriz serves as the CFO & Head of User Acquisition, Data Science & Analytics, Legal & Compliance, and Asset Infrastructure at **Kabam Inc.**, a world leader in the development and publishing of massively multi-player mobile games where she was hired to bring financial and operational leadership post-acquisition and help set Kabam on a strong footing for continued growth. Kay has held numerous senior positions across a range of industries including community education, fintech, mining and exploration as well as hospitality and gaming. Kay is also an experienced board member, well-versed in the dynamics of both private and publicly listed companies, such as **Blackrock Resources Ltd/Greenpower Motor Company Inc., Vitaxel Group Limited, Ding He Mining Holdings Limited, and Nagacorp Limited.** In 2020, Kay was elected to the Board of Directors for **DigiBC**, the voice of the creative technology industry in BC. Kay holds a BA in Political Science from Queen's University, and is a CPA, CA, CFE, ICD.D.

