



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



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



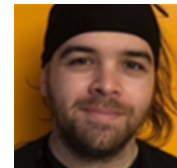
Ben Conant
Business
Development
Manager



Emma Rimsa
Sr. Manager of
Digital and
Content



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, 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:



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:



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:



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:



Drew Hackney, e-Commerce Manager

Executing TPHCI brands across ecommerce platforms + marketplaces.

Drew has over 10 years' experience in e-commerce. He manages and oversees on all third-party e-Commerce marketplaces including Amazon, and owned transactional marketplaces—deliciousness.com, marvelousfood.com, mozaicschips.com, hopeandsesame.com, and veggicopia.com. He began his career in e-Commerce as a Quality Assurance Editor at **Groupon** in 2010. Since then, he has worked for several small- and medium-sized businesses and driven sales at Chicago's own **HouseLabels** on platforms such as Amazon, eBay and Shopify. He also spent a year at Chicago-based Google reseller **Cloudbakers** as a Google expert, teaching webinars and workshops to up to 300 people. Drew received his Bachelor of Arts in theatre from Barton College in 2007.

GROUPON



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



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



Hailing from San Diego, Jackie is a first generation Vietnamese American, daughter of a refugee and small business owner. When running her mobile coffeeshop, she fell in love with The Planting Hope Company Inc.'s sesamemilk so much that she took a job at the company, working to put culture into the Hope & Sesame brand. Jackie is a passionate actor with a decade of experience acting in New York City. She's performed alongside Ashlee Simpson and Stevie Nicks and has even graced the stage on **Broadway**, appearing in such shows as Dr. Seuss' How The Grinch Stole Christmas and Miss Saigon. When the pandemic hit Jackie pivoted and dedicated her time and energy into a new dream: **Cafe Cà Phê**, the first Vietnamese mobile coffeeshop in the U.S. Within six months of launch, Jackie was able to triple her company's profit, grow a fanbase of over 14k followers on Instagram (organically) and guest starred on over a dozen podcasts and NPR. 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 received her Bachelor of Fine Arts in musical theatre from California State University, Fullerton in 2010.



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 The Planting Hope Company Inc., from e-commerce to food service. A high-impact sales, marketing and business development strategist, Ben has over 12 years of experience on both agency and client sides, working cross-functionally with brands such as **Guinness**, **Tropicana Pure Premium**, **Propel Fit Water**, **Jimmy Dean**, and **Aidells**. Prior to joining TPHCI, Ben worked as **Hillshire Brands'** first Senior Analyst, Government Affairs and Industry Relations, where he 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. Ben graduated with a BA in English and Interdisciplinary Film Studies from Purdue University where he competed on the Purdue Men's Tennis Team.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Emma Rimsa, Sr. Manager of Digital and Content
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:



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:



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.

