



## COMPANY BIOS

It takes one great idea to launch a company like GO VEGGIE®, but many people working together to, well, put the “GO” in GO VEGGIE Here, true leadership spans across internal and external advocates committed to providing cheesy delight to those who seek healthier options.

## KEY LEADERS

### **BRIAN O’FARRELL, Chief Executive Officer & Chief Financial Officer**

**Favorite GO VEGGIE Product: New Lactose & Soy Free White Cheddar Deli Slices**

Mr. O’Farrell joined the company as Chief Financial Officer in 2009, bringing extensive experience in finance and operations working both with consumer packaged goods and in mergers and acquisitions. In 2011, he was also appointed Chief Operating Officer, overseeing all of the companies’ departments, with the exception of sales and marketing. As of August 11, 2015 Brian was promoted to Chief Executive Officer of Galaxy Nutritional Foods Inc. Prior to Galaxy Nutritional Foods Inc. Mr. O’Farrell most recently served as the Vice President of Finance at American Power Conversion (APC), the \$4 billion IT business unit of French conglomerate, Schneider Electric (Paris: SU.PA). Prior to APC, he served as President and CEO of a consumer products start-up company, and led it through its evolution from concept to its successful sale. From 1996 to 2002, Mr. O’Farrell was managing director at Bennett Management Corp, a private investment company specializing in distressed securities investments. From 1992 to 1996, Mr. O’Farrell was senior Vice President and Director of Operations for Newstart Factors, a financial investment entity based in New York. Mr. O’Farrell holds a B.A. in Economics from Boston College, a Diploma in Financial Analysis from New York University, and a Chartered Financial Analyst® (CFA®) designation. He currently serves as the President of the North Kingstown Youth Lacrosse League and coaches youth hockey.

### **WHITNEY VELASCO-AZNAR, Vice President of Marketing**

**Favorite GO VEGGIE Product: New Lactose & Soy Free Sriracha Snack Bars**

Ms. Velasco-Aznar joined the company as Vice President of Marketing in 2014. She brings a combination of classic CPG experience from Fortune 500 multinationals General Mills, Nestlé, Mars and Hormel Foods with natural foods experience from Koala Springs and Beyond Meat companies. In her twenty-plus year tenure, she has acquired a broad skill set from building a brand and running a business to leading teams and creating innovation. She has helped lead and drive growth for some of the world’s most beloved brands, like icons Cheerios®, SPAM®, and M&Ms® as well as up-and-comers Beyond Meat® and Wholly Guacamole®.

Most recently, Velasco-Aznar served as the Vice President of Marketing for Beyond Meat, a plant-based meat alternative startup based in El Segundo, California. There, she helped expand retail distribution and launch new products. Previously, she was Vice President of Marketing for the \$1 billion Grocery Products division for Hormel Foods in Austin, Minnesota and spent more than 12 years in various global marketing roles at General Mills around the globe.

She earned an MBA from the Kellogg Graduate School of Management at Northwestern University in Evanston, IL and a BS from the Kelley School of Business at Indiana University in Bloomington, IN.

### **SABRINA MAK, Director of Sales**

**Favorite GO VEGGIE Product: Lactose Free Smoked Provolone Flavor Slices straight up, with crackers, or in a decadent (but healthy) grilled cheese sandwich**

Ms. Mak joined the company as Director of Sales in 2011. She has extensive experience managing and mentoring sales professionals focused on various classes of trade from natural food to the produce department. Previously, she was Trade Marketing Manager at Fruit Patch, Inc. overseeing all aspects of the company's trade marketing programs for fresh commodities like stone fruit and table grapes. From 2003 to 2009, Ms. Mak worked at Ballantine Produce where she was promoted from Director of Trade Marketing to Director of National Sales, primarily responsible for developing and managing trade programs and national accounts for fresh commodities. From 2000 to 2003, she was Vitasoy USA's National Sales Manager. Her natural foods experience began in 1995 with Yves Veggie Cuisine as the Western Regional Sales Manager focusing on sales in all classes of trade for the western region of the United States. Ms. Mak holds a B.S. in Business Administration from San Francisco State University.

## **AMBASSADORS**

GO VEGGIE has enlisted talented and passionate brand ambassadors with expertise in lactose + gluten free living, nutrition + healthy lifestyle, and vegan cuisine + Vegan living, including:

### **JENNY ENGEL and HEATHER GOLDBERG of Spork Foods, GO VEGGIE Chef Ambassadors – Vegan Cuisine + Vegan Living**

**Favorite GO VEGGIE Product: Vegan Chive & Garlic Cream Cheese and New Vegan Spread & Dip Minis**

Los Angeles based Spork Foods is a gourmet vegan food company owned and operated by sisters Jenny Engel and Heather Goldberg. They offer live vegan organic cooking classes in Los Angeles at Spork Foods ([www.sporkfoods.com](http://www.sporkfoods.com)) and an online video cookbook at [www.sporkonline.com](http://www.sporkonline.com). Their cookbook, Spork-Fed, is currently in stores, with a foreword by fellow fans Emily and Zooey Deschanel. Heather and Jenny are Chef Ambassadors for two major brands, GO VEGGIE and Setton Farms. They teach all over the country and the world reaching over 10,000 people a year. Jenny and Heather train home cooks and chefs at universities, resorts and corporations worldwide.