

Founder-Entrepreneur-CEO • Food Industry Brand & Company Builder.
Streetwise operator brings sophisticated understanding of business drivers and positive energy to challenges from the Shop Floor to the Board Room.



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Comfortable in uncharted waters, Trish helps others see what is possible and what they must resolve in order to move forward. Equal parts problem solver and disrupter, she is creative, strategic, and rigorous, with deep experience/understanding of operating, financial and market realities, wins & losses. Trish joins analytics with vision, mission and execution. Known for brand & culture building, drawing on years of hands-on manufacturing, operations, product development, sales, marketing, finance, strategy, HR. In her own ventures and as Advisor **Trish builds great teams and helps them learn to balance limited resources to create value and impact.**

Expertise

- Food Industry
- Brand Strategy & Development
- Consumer Insights
- Product Development & Commercialization
- Manufacturing & Capital Planning
- Sales Management, Marketing & Communications
- Workforce Development & Compensation
- Change and Turnaround Management
- Technology and Regulatory (Food)
- Social Impact
- Family Business

Experience

After baptism by fire at 19 in Family's Chapter 11*, enjoyed 35 years launching new ventures and growing small companies. Early career: ventures of my own and within Coca-Cola & ComSat Corp. From mid-career:

- **Co-Founder/CEO Dancing Deer** Early leader in the natural food space. Built a well-loved national brand with exceptional people, product and practices, a leader in social impact before that was standard vocabulary. Brick by brick. 16 years.
- **Co-Founder Iēf Farms** Identified white space then cracked the code to grow cost-competitive quality greens indoors, at scale, sustainably in New England. Disrupted and improved the cut greens supply chain.
- **Consulting Executive Birds Eye** Led cross-functional team to determine white space, imagine & launch new frozen premium/natural line to meet strategic objective of opening new channel & category.
- **CEO Chabaso** Led all-points turnaround: Team, sales, brand, manufacturing, packaging, financial systems ... in a time of enormous financial and competitive stress. Enabled family continuation or ready for sale.
- **Advisor** Diagnose issues, identify opportunities and collaborate with management, ownership & investors to build out vision from startups to mid-market.

* Family Business - RRS Pioneered the large-scale post-consumer bottle and can recycling industry.

Education Yale MBA, Wheaton College BA

Board Roles

For-Profit

Dancing Deer Baking Company, Good Tastes, Iēf Farms, *Chabaso*, *Swissbakers LLC*, The Lighting Quotient

Non-Profit Boards & Councils, including:

Hitachi Foundation, Natural & Organic Council NASFT Alliance for Business Leadership, Social Venture Network Boston Women's Workforce Council, Simmons SOM President's Advisory Council, Mayor's Urban Agriculture Council, Wheaton College President's Commission, Forbes House Museum, Shirley-Eustis House Museum

Recognition

Honorary PhDs Bentley College, McCallum School of Business, Wheaton College and Pine Manor College
Over 30 Industry Awards including Commonwealth Institute Silverman, One Family Founders, NE Women's Leadership, Rosoff, Francis Hesselbein, WorldBlu Most Democratic Workplaces, Babson Top 100 Woman-Led Business, BBJ Corporate Philanthropy Innovator, Fortune Best Bosses, Fleet Boston Innovation, SBANE Innovation, EOY Finalist, 12 Sofi awards while leading Dancing Deer.

Community Leadership Roles

Co-Founder Friends of 146 - community environmental initiative; Co-Founder: Wheels of Change - novel anti-racism project; Founder-Chair Clearing the Path/ABL - effort to increase MA Women on Boards; Rebranding Committee-ABL; Reunion Chair - Yale SOM; Rebranding Committee-Social Venture Network; Marketing Chair - YouthLink; Founding Strategy Group - 2020 Women on Boards; Founder - Sweet Home Project - education for homeless mothers in Cooperation with the Paul & Phyllis Fireman Foundation; Alumni Engagement Repositioning - Wheaton College; Founder River Art-Captain Forbes Museum

Interests Plein Air Painting, Bicycle Racing, Sailing, Outdoor Adventure, Arts, History, **Family & Friends.**
Mother of two terrific young adults.