



INFINITE POSSIBILITIES. ONE FAMILY.

TED RICH

Executive Vice President, Organizational Excellence Rich Products Corporation



Ted Rich was named Executive Vice President, Organizational Excellence and appointed to Rich's Executive Team, effective January 2019. In this new role, Ted will build Rich's strategic capabilities and associate competencies, support associate and leader development and advance Rich's digital workplace. Ted also joined the Finance and Audit Committee in February 2018.

Since joining Rich's in 1995, Ted has gained a unique perspective given the various customer-facing roles he has had within Rich Products, including his most recent role as SVP, Chief Customer Experience Officer, where he led Rich's global sales, marketing and culinary functions, as well as critical Demand Creation activities worldwide. Previously, Ted was SVP, Customer Experience and Europe/Middle East Region Leader. He has held positions as Leader of US/Canada Region's Foodservice Division as well as Vice President, Marketing and Business Development for the company's international regions. Prior to that, Ted served in a series of progressively senior positions, including Regional Sales Manager, Foodservice Division; Strategic Sourcing Leader for the Procurement Department; and Vice President, Toppings and Icings Product in North America.

Before joining Rich's, Ted worked for the Seattle Supersonics NBA team as a sales manager. He also held positions with North West Parent Publishing in Seattle and Travers-Schutte & Company Advertising in Buffalo, NY.

Ted currently serves as the Vice Chair of the Advancement Committee on the Culinary Institute of America's Board of Directors, and supports the Institute's mission to provide the world's best professional culinary education.

Ted earned his Bachelor of Science degree from University of Vermont and a Master of Business degree from the State University of New York at Buffalo.

Meet Rich's

Rich's, also known as Rich Products Corporation, is a family-owned food company dedicated to inspiring possibilities. From cakes and icings to pizza, appetizers and specialty toppings, our products are used in homes, restaurants and bakeries around the world. Beyond great food, our customers also gain insights to help them stay competitive, no matter their size. Our portfolio includes creative solutions geared at helping food industry professionals compete in foodservice, retail, in-store bakery, deli, and prepared foods, among others. Working in 100 locations globally, with annual sales exceeding \$3.7 billion, Rich's is a global leader with a focus on everything that family makes possible. Rich's®—Infinite Possibilities. One Family. Learn more at Richs.com or join the conversation on Facebook, LinkedIn, Instagram and Twitter.