



BSMPartners[™]

Exceptional Talent for
Exceptional Outcomes

EXECUTIVE LEADERSHIP

Nate Thomas, BSM Co-founder

- 32 years' experience including American Nutrition, Doane Pet Care, Nestle Purina, Merrick Pet Care, Simmons
- New product format launches, technical innovation, and executive leadership.

Seth Kaufman, BSM Co-founder, MBA

- 30 years' experience including Simmon, Deutsche Bank, Deloitte.
- Manufacturing, organizational design, due diligence, and M&A.

EXECUTIVE LEADERSHIP

Amanda Olsen, Executive Assistant

- 25 years' experience including commercial and residential real estate, retail buying (American Stores).
- Sales, procurement, negotiation, logistics, analysis.

Madelaine Thomas, MA

- 4 years' experience including Crystal Bridges, Art Bridges.
- Accounting, analysis, organizational strategy.

BUSINESS DEVELOPMENT & SALES

Bob Riebe, BSM Chief Operating and Sales Officer

- 32 years' experience including Colgate-Palmolive/Hills, Independent Consulting, Plug and Play Mentor.
- Global business planning, commercial strategy, sales leadership, brand marketing, and revenue management.

Eric Rittenhouse, MBA

- 30 years' experience including Petco, Performance Pet, Greenies, Nutro.
- Business development, sales channel management, market strategy, supply chain optimization.

BSM EUROPEAN OPERATIONS

Emilie Mesnier, MS

- 20 years' experience including Symrise, SPF, Mars, Alphia, American Nutrition.
- European market development, palatability, cost-savings, database management, sustainability, efficiency.

PRODUCT INNOVATION & NUTRITION

David Perez

- 18 years' experience in pet food, including Simmons.
- New product format launches, pet food R&D, innovation and production.

Blaire Aldridge, MS, PhD, PAS, Board-Certified Nutritionist (in process)

- 20 years' experience including Nestle Purina. Nutrition program strategist. Protector of Nutrition.
- Mineral metabolism, absorption mechanisms, gut health, nutrigenomics, ionomics, immunology, ingredient, premixes, manufacturing processes, Innovator in formulation; 3 product of the year wins.

PRODUCT INNOVATION & NUTRITION

Stephanie Clark, PhD, Board-Certified Companion Animal Nutritionist and Certified Vet Tech Nutrition Specialist

- 18 years of experience including Mars PetCare, Mayo Clinic, and emergency veterinary hospitals.
- Microbiome, companion animal nutrition, research, nutraceuticals, clinical nutrition and veterinary medicine.

Chuck Zumbaugh, PhD

- 4 years' experience including Kansas State, TechLab, Genulin Biotech.
- Animal Nutrition, Product development, software development/programming, statistics, and data analysis.

PRODUCT INNOVATION & NUTRITION

Sydney McCauley, PhD, PAS, Dpl. ACAS-N

- 10 years' experience.
- Animal nutrition, research, statistical analysis, technical writing.

Neeley Bowden, MS

- 7 years' experience including Symrise.
- Palatability, food science, and product innovation.

Beth Jarvis, MS

- 24 years' experience including Nestle Purina.
- QA/QC, fermentation, fruit processing, factory start-up, ingredient development; product development, launch, and lifecycle management.

PRODUCT INNOVATION & NUTRITION

Bill Bouldin, MS

- 20 years' experience including Beyond Meat.
- Alternative proteins, microbiology, product development, commercialization, QA, and innovation.

Ada-Miette Thomas, MS

- 5 years' experience including University of Arkansas, Pets Global.
- Product innovation, nutrition, and research.

Lee Ann Hagerty, MBA, CVT, PAS

- 35 years' experience including Iams, P&G, MARS.
- Consumer technical insights, project management, sensory science, animal science.

VETERINARY SERVICES

Brad Quest, DVM

- 30 years' experience including MARS Pet Care.
- Developed Greenies and Temptations, clinical research, and product liability investigations.

Katy Miller, DVM

- 20 years' experience including MudBay.
- Animal nutrition, US retail training programs, benchmarking, and technical writing.

ENGINEERING

Doug Cleary

- 35 years' controls engineering experience including Universal Orlando, Simmons Foods, Middleby Baking.
- Controls design and programming, field engineering and installation, maintenance troubleshooting and training, start to finish project management.

Oksana Lylak, MBA

- 20 years' experience including BASF, JM Smucker, Ainsworth.
- Packaging engineering, development, and cost-saving initiatives.

FOOD SAFETY, QUALITY ASSURANCE & REGULATORY

August Konie, MS, MBA, PCQI, CQA, AWAP

- 30 years' experience including Simmons, Maple Leaf Farms, Cargill, National Marine Fisheries Services (NFMS).
- Supplier/Co-Manufacturer management, regulatory compliance, Foreign Supplier Verification Program development (FSVP), food safety program development and troubleshooting, import/export regulations, global quality systems, auditing.

Emily Taylor, MS, PhD, PAS, PCQI

- 11 years' experience, including Purdue University, American Society of Animal Science.
- Beef and companion animal nutrition, food safety, quality control, AAFCO and FDA regulatory compliance, and import/export.

LEADERSHIP DEVELOPMENT & BUSINESS TRANSFORMATION

Frank Niles, PhD

- 30 years' experience including WalMart.
- Business psychology, leadership development, team integration, and executive coaching.

TECHNOLOGY & AI

Simon Thomas

- 12 years' experience including US Navy.
- Software implementation, data management, IT systems, and system administration.

BSM MEDIA / BARKING MAD PODCAST

Jordan Tyler

- 7 years' experience including Pet Food Processing Magazine.
- Media leadership, communications, content strategy, trend analysis, social media, and journalism.

Cady Wolf

- 1 year experience including book editing and creative writing.
- Social media, newsletters, content development.

BRANDING, STRATEGY & MARKETING

Michael Johnson

- 30 years' experience including owner at FINN CADY, Chuck Latham Associates, Information Resources Incorporated (Circana), Daymon Worldwide (Advantage Sales & Marketing).
- Consumer trends, brand & marketing strategy, market research, retail analysis, public speaking.

Kait Wright

- 7 years' experience including Datassential, Cicero Group.
- B2B and B2C markets, qualitative research, market research, and survey design.