



## **Natural Products Visionaries Eric Schnell and Marci Zaroff Launch BeyondBrands: A Conscious Products Collective**

*New brand-building agency modeled as an international collective will assist start-up and established brands with exceptional vision, experience, brand strategy and finance.*

**New York, NY (March 2, 2016)** — Eric Schnell and Marci Zaroff, the husband-and-wife team and recognized leaders in natural food/beverage and fashion, respectively, together announce the launch of BeyondBrands to bring expertise, brand strategy and product creation and launch support to established and next-generation brands in the healthy living and sustainability marketplace.

Zaroff is Founder of pioneering Ecofashion lifestyle brands including Under the Canopy and MetaWear. She also is Producer of the documentary film series THREAD | Driving Fashion Forward, highlighting designers, models and brands driving sustainability in the fashion industry. Marci is co-Founder of the Institute for Integrative Nutrition and Board Member of the Organic Trade Association, plus Chair of its Organic Fiber Council.

Schnell, Founder of MetaBrand and co-Founder of Steaz and I AM, has been active in the natural products industry for nearly two decades. Early in his career he served as an Executive at dietary supplements leader Country Life Vitamins and over the years he has nurtured and mentored many of the rising brands in natural beverages today, including Runa Tea, Martha Stewart and Tia & Tamara.



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Together, Marci and Eric are spearheading a mission to shift old paradigms and drive an “ECOrenaissance” through their unique and disruptive model at BeyondBrands, which is committed to a “Quintuple Bottom Line” – of 5 Ps; passion, purpose, people, planet, prosperity.

The BeyondBrands “Collective”, a team of over 50 senior-level professionals from all areas of the Natural Products and Non-Profit Industries, have joined in a collaboration dedicated to a unique model of executive-level client services. Taking a step beyond the traditional structure of Brand Accelerator, offering advisory roles found today in entrepreneur leadership, the BeyondBrands Collective works individually or on project teams, based on skillsets, and consults to co-create and champion natural, organic and more conscious brands.

“I am excited to join forces with Eric, as well as an extraordinary group of industry veterans and game-changers,” says Zaroff. “With proven track records, extensive experience and absolute authority in their respective categories, our SuperTribe at BeyondBrands is here to serve as guides in today’s ever-evolving world,” she adds.

The 13 member co-Founding advisory team is comprised of seasoned Executives and natural channel leaders who share a rich history in taking natural brands to the next level:

**Lee Brody – Multi Channel Marketing**

Expertise: Brand Strategy, Marketing, Communications, Change Management  
Brands: Airborne, ZonePerfect, Steaz, Marley Beverage, Heinz, Whitewave Foods.

**Jon Lapham – Business Development**

Expertise: Client Services, Business Development, Sales & Project Management.  
Brands: GNC, T-Mobile, I AM.

**Veronica Park – Global Retail**

Expertise: Retail Management, Operations, Finance, International Business.  
Brands: Starbucks (24 years), Teavana, Bareburger.

**Michael Lines – International Business**

Expertise: International Business, Corporate Leadership, Operations, Business Planning, Start up to \$100m+ CPG, P&L Strategy.  
Brands: Cadbury, Nabisco, FLOW Water.

**Tony de Moraes – Branding & Design**

Expertise: Branding, Design, Packaging, Advertising, Web, E-Commerce.Brands: Steaz, FitPro, Plant Fusion, Element 18.

**Lisa Leleu – Creative Strategy**

Expertise: Creative Director, Brand strategist, Project Management & Ideation. Brands: M&M Mars, Elmer's, Kraft, ACME United.

**Renee Loux – Sustainable Food Innovation**

Expertise: Sustainable Food, food systems change, chef, restaurateur, journalist, TV personality, author of 4 books, educator, consultant, brand building, product development.

Brands: Exhale Spa, Andalou Naturals, Stone Barns Center for Food and Agriculture, Natural Gourmet Institute, Women's health Magazine, Rodale Books, Gaia Herbs.

**Autumn Bree-Fata – Global Change**

Expertise: Global 'change-maker', forefront of global food movements, trends, product R&D. Integrative Health Coach, a connector, futuristic thinker. Successfully serving 10+ years as the First Lady of Manitoba Harvest, the global leading hemp food manufacturer. On the Exec Board Young President's Org, Canadian Ambassador to Food for Life Global.

**Crispin Argento – Sustainable & Eco Fashion**

Expertise: Sustainable Fashion & Apparel strategist, Business Planning, Development, Product Design and Production; Branding, Marketing and Communications activation.

**Doc Rob Streisfeld, NMD – Plant Nutrition & Cannabis Therapeutics**

Expertise: Dr. of Naturopathy & Certified Natural Food Chef, has helped to identify and expand key health categories – probiotics, enzymes, whey protein, fermented foods, whole food supplements & medicinal cannabis.

**Steven Hoffman – Public Relations & Communications**

Expertise: Natural Channel PR & Marketing Communications, Sustainability Consulting, LOHAS Market Intelligence.

Brands: New Hope Natural Media, Arrowhead Mills, LOHAS Journal, Compass Natural.

**Ian Knowles – Investment & Funding**

is a partner at LB Equity, a middle market health & beauty private equity platform where he launched three brands, he is a co-founder and partner at Chelsea Ventures, a NYC based venture capital firm and is also a partner at The Lucas Group, a Bain Capital spinoff, private equity consulting and diligence firm.

**Jeff Wasserman – Legal Strategy**

Expertise: Dietary Supplement, Life Sciences and Cannabis industry expert, corporate law partner, entrepreneur and investor advising emerging growth companies on capital raising, strategic alliances, and exit transactions. Additional experience includes licensing transactions in the entertainment industry, corporate counseling to private equity and venture capital funds, and public and private companies.

Others in the BeyondBrands Collective SuperTribe include: Ashley Koff RD, Michael Martin, Erin Schrode, Mirran Raphaely, Isaac Nichelson, Zhenya Muzyka, Zak Zaidman, Yogi Cameron, Stephanie Bernstein, Greg Fleishman, Bob Sipper, Joyce Longfield, Josh Fouts, Lannie Moore, Brett Simon, Adomas Pranevicius, Mark Neveu, PhD, Jeremiah McElwee, Derek Mulhern, Amy Summers, Gary Tomchuck, Billy Lullo, Kenny Morrison, Jennifer Gilbert, Kenn Israel, Susan Leger-Ferraro, Samantha Thomas, Karen Ballou, Hudson Gaines-Ross, Lars Von Bennigsen, Janice Hall, Lauri Maerov, Terry Peterson, Sarah Jay, Holly Arnowitz, Lloyd Cambridge, Justin Tripodi, Alek Marfisi, and many more.

BeyondBrands co-Founding members will be at [Natural Products Expo West](#), March 9-13, 2016, at the Anaheim Convention Center in Anaheim, CA, to focus on the new venture and will be available on the trade show floor and at events throughout the convention including being a sponsor and judge of the annual entrepreneur Pitch-Slam and Natural Products Business School events. To schedule a meeting, contact Eric Schnell at 215.499.4173 or [ericschnell@beyondbrands.org](mailto:ericschnell@beyondbrands.org).

**About BeyondBrands**

Assembled by MetaBrand and Steaz Founder Eric Schnell, and Under the Canopy and MetaWear Founder Marci Zaroff, a team of over 50 senior-level natural lifestyle and eco-conscious experts is co-creating the future of full-service executive-level services and brand incubation and acceleration. This newly formed Conscious Products Collective, comprised of specialists from the most respected natural and organic food, beverage, fashion and beauty companies to the most recognized consumer brands in the world, passionately and collaboratively delivers results for partners and clients. For more info visit [www.beyondbrands.org](http://www.beyondbrands.org).

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