



Kara Rubin, Former Whole Foods Market Executive, Joins Beyond Brands as Co-Founder

by Steven Hoffman

FOR IMMEDIATE RELEASE

NEW YORK, November 7, 2016 – Kara Rubin, former Senior Regional Director for Whole Foods Market, has joined BeyondBrands as Co-Founder, Strategy, where she will support the company's portfolio brands on growth strategy ranging from go-to-market strategies, brand positioning and new product innovation.

Rubin will be participating in a panel discussion on marketing to the modern consumer during Food Vision USA, November 9 in Chicago. Food Vision USA is billed as the "leadership forum for the nutrition industry."

"We are so delighted to have Kara join our Tribe as Co-Founder," said BeyondBrands Co-Visionary Eric Schnell. "There are few people who have her depth of knowledge of the natural channel, brand and category management and retail operations. She is truly a rock star whose talents and contributions are well known throughout the industry."

Rubin joins BeyondBrands following nearly 10 years of award-winning work for Whole Foods, where she was recognized as a Global All Star. Previously, she served as a Buyer for Gourmet Garage and Director of Operations for The Rogers Collection in Maine, an importer of specialty Italian, Spanish and Tunisian products.

Rubin serves on the Corporate Advisory Council of Just Capital, a nonprofit that measures corporate performance of the public's definition of just behavior, and speaks at food industry conferences, including Project Nosh and Bev Net Live, and she is a guest lecturer at the NYU College of Food, Nutrition and Public Health.



"I was immediately impressed with BeyondBrands' mission and the team Eric and (wife) Marci has assembled to drive greater commitment to healthier and sustainable lifestyles," Rubin said. "It's an honor to be part of an organization whose values and actions stand as a model for the future of entire industries."

Rubin holds degrees from Duke University and the University of Michigan Business School (now the Stephen M. Ross School of Business). She and her family live in New York.

About BeyondBrands

Assembled by Steaz and I AM Co-Founder Eric Schnell, and Under the Canopy and MetaWear Founder Marci Zaroff, a team of 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, beauty and conscious cannabis/nutraceu-tical companies to the most recognized consumer brands in the world, passionately and collaboratively delivers results for partners and clients. For more information, visit www.beyondbrands.org.

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