



FOR IMMEDIATE RELEASE

Lucky Number 7! BeyondBrands® Adds Seasoned CPG Leaders in Natural Products Industry: Conscious Products Agency Welcomes Two New Partners and Five Collective Members

Innovative Food & Beverage Accelerator Represents Leading Brands at Natural Products Expo East Trade Show, Booth #1735, September 12 - 14, Baltimore Convention Center, Baltimore, MD

Baltimore, MD (September 11, 2019) – [BeyondBrands®](#) is beyond excited to announce the addition of two new partners - industry veterans and entrepreneurs Heather K. Terry and Steven Kessler - to the innovative consumer packaged goods agency. Known for their high-level CPG experience and upper-level sales strategies to create, lead and deliver results for emerging brands in the market place, Kessler and Terry join an elite group of partners at BeyondBrands.

New Partners: Heather K. Terry and Steven Kessler

Heather K. Terry is a highly-sought-after consumer packaged goods mentor, entrepreneur, advisor, and investor. Heather was the mastermind behind the expansion of many up-and-coming wellness products, including [S.W. Basics](#), [Kips Granola Bark](#), and [GoodSam](#) and strategically landed them coveted spots on the shelves of places like Whole Foods Market and Target. Heather is the author of *From Broadway to Wall Street*, the co-founder of [NibMor Chocolate](#) and artisan-inspired [Paper Greats](#), plus she is also the host of the [Scaling with Soul](#) podcast. Her expertise has been featured at national health and wellness conferences and she is an advocate for empowering women in business.



Steven Kessler is a results-driven entrepreneur and industry mentor who has more than 30 years of consumer packaged goods experience to anchor his consistent success. Having introduced a number of well known brands into the market such as ESQ by Movado and Iceland Spring, his most successful effort to date was co-founding [Steaz](#), the industry leading Organic and Fair Trade certified iced green tea brand. During his Steaz years, [Entrepreneur Magazine](#) recognized him for his brand leadership and excellence with a worthy spot in their "Hot Business, 2004" issue. Steven's vast experience provides the seasoned value of brand building, financial responsibility and team building to deliver new product success.

New Collective Members

BeyondBrands is also pleased to announce the addition of five new Collective members to its finance, marketing, sales, and design teams. The following seasoned experts and leaders elevate and round-out BeyondBrands capabilities:

- Mark Mandel, Sales Management
- Sona Banker, Finance
- April Siler, Global Marketing
- Michael Marrotte, Sales & Distribution
- Radhika Maheshwari, Design



Mark Mandel
SALES MANAGEMENT



Sona Banker
FINANCE



April Siler
GLOBAL MARKETING



Michael Marrotte
SALES & DISTRIBUTION



Radhika Maheshwari
DESIGN

Natural Products Expo East

BeyondBrands will showcase several companies at [Natural Products Expo East](#), the industry’s leading trade show on the East Coast. Expo East attendees can visit and sample products from [Cool Beans](#), [mood33 Hemp Infused Tea](#), [Petal](#) and [GoodSam](#) at the World Finer Foods Booth #1735, and new products from [Uplift Food](#) at booth #8819 and [Complete Hemp](#) at booth #3951, Baltimore Convention Center, Baltimore, MD, Sept. 12 – 14.

We’re seeking more talent! BeyondBrands is looking for seasoned CPG experts in the Natural Products Industry to join its Conscious Collective. Inquiries can be made in person at booth #1735 at Expo East or by emailing Veronica Park at vpark@beyondbrands.org.

About Natural Products Expo East

Expo East is one of the best places to see how the industry is innovating with organic and natural products. Take advantage of all there is to offer in Baltimore by visiting [organic exhibitors](#), attending networking events, and registering for education.

About BeyondBrands

Assembled by Steaz & Good Catch Co-founder Eric Schnell, and Under the Canopy and Institute for Integrative Nutrition Co-founder Marci Zaroff, a team of 20+ senior-level natural lifestyle and eco-conscious experts are Co-Creating the future model of full-service executive-level consulting including brand incubation and acceleration through the agency's networks and affiliates. This Conscious Products Collective – comprised of specialists from the most respected natural and organic food, beverage, fashion, beauty and nutraceutical companies, to the most recognized consumer brands in the world – passionately and collaboratively delivers 360-degree consulting and outsourced management services for its clients. Visit www.beyondbrands.org.

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