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Borden Appoints Eduardo Martinez as Vice President of Direct Store Delivery

Former PepsiCo leader will focus on customer support and sales

DALLAS – Oct. 30, 2018 – Borden, a heritage American brand and leading U.S. dairy processor and distributor, today announced Eduardo Martinez has been appointed Vice President of Direct Store Delivery (DSD), effective immediately.

“DSD is a key advantage for Borden in providing best-in-class service,” said Borden CEO Tony Sarsam. “The DSD team plays a critical role as they are best equipped to proactively identify and respond to retailers’ needs. Eduardo brings invaluable experience and is a proven leader across a variety of functions in the beverage industry. We are very excited about the impact he will make as we look to grow our foodservice and convenience store business.”

Martinez is joining Borden from PepsiCo, where he spent 20 years in various leadership roles across the company. Most recently, he led the Gatorade, Tropicana, Naked and Hydration brands for the 7-Eleven team. He also previously oversaw the operations, selling, delivery, warehouse and fleet functions in North Texas.

“I am very excited to play a part in Borden’s rejuvenation and join the team in this brand new role,” said Martinez. “I will be focused on ensuring that the DSD team is closely aligned with both the sales and supply chain functions to ensure we deliver an exceptional customer experience.”

Martinez was born and raised in Mexico and is bilingual in English and Spanish. He attended the University of Texas at Austin and now resides in the North Dallas area with his family.

About Borden

Founded in 1857 by Gail Borden, Jr., Borden is a heritage American brand that produces more than 35 wholesome and delicious products enjoyed by millions of people every day. Borden was the first company to develop a patent for the process of condensing milk as well as the first company to use glass milk bottles. In 1936, Elsie became America’s favorite spokes-cow and was recognized in 2000 by AdAge as one of the top 10 advertising icons of the 20th century. Today, Borden is headquartered in Dallas and operates 13 milk processing plants across the U.S. that produce more than 500 million gallons of milk annually for customers in the grocery, mass market, club, food service, hospitality, school



and convenience store channels. The company's People First culture has inspired decades of loyal tenure among hundreds of the 3,300 people Borden employs. For more information, visit bordendairy.com.