



# Press Release

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## **Borden Dairy Announces Three Major Hires: Joe DePetrillo, CMO; Nick Suffredin, VP of Research and Development, and Brent Fowler, VP of Operations**

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DALLAS, TX, June 28, 2018

Borden Dairy Company, a heritage American brand and a leading U.S. dairy processor and distributor, today announced three major additions to its leadership team: Joe DePetrillo has been appointed Chief Marketing Officer; Nick Suffredin has been appointed VP of Research and Development, and Brent Fowler has been appointed VP of Operations.

“We are excited to welcome Joe, Nick, and Brent to Borden” said CEO Tony Sarsam, “they are all fantastic additions to our growing leadership team.” Sarsam continued: “Together we will bring innovation back to Borden and create a new bright future for the company, the brand, and all our wonderful employees, as well as our amazing customers. We can’t wait to get started working together.”

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**Joe DePetrillo** has been appointed to the newly created position of **Chief Marketing Officer**, effective immediately.

With over 25 years’ experience across a broad range of roles in sales and marketing, DePetrillo most recently served as VP of Sales in charge of Earthbound Farms at WhiteWave Foods/Danone. Previously, he held a number of key leadership roles in Sales and Marketing at Dreyer’s Grand Ice Cream, a division of Nestle, as well as at Johnson & Johnson and Best Foods.

As CMO, DePetrillo will be responsible for the creation and implementation of the marketing strategy for Borden, and will be tasked with re-defining Borden’s approach to



innovation. “I am very happy to be joining Borden,” said DePetrillo, “It’s an iconic company that is looking to the future, and I’m excited to rejuvenate this great American brand with innovative new products and communications.”

“Joe is a transformational leader with invaluable experience in the packaged goods and dairy space,” said Borden CEO Tony Sarsam, “and we are happy to have him join a team that will lead Borden to this next exciting phase of the company’s life cycle.” Sarsam continued: “Joe brings broad skills in driving product innovation, customer service, and people leadership. He will lead an energized campaign that is perfect for the new Borden.”

DePetrillo holds a degree in Marketing from Villanova University and also holds a Masters in Finance degree from Bentley College.

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**Nick Suffredin** has been appointed to the newly created position of **Vice President of Research and Development**, effective June 25, 2018.

Most recently, Suffredin served as the Director of Research and Development at Post Holdings; Suffredin has over a decade of experience in data-based research and development in the food and beverage space, at companies including Pepsico and Jel Sert, and has held leadership positions at companies including Post and Integrys Energy Group. Suffredin is also the author of a number of articles on nutrition in leading publications.

As VP of Research and Development, Suffredin will be responsible for creating new products through rigorous, scientific processes. “Food is an exciting space,” said Suffredin, “and Borden has so much room to grow in terms of new products. I’m so thrilled to be in an environment that welcomes innovation and looks to the future.”

“We are excited to have Nick join us in the crucial role of VP of R&D,” said Borden CEO Tony Sarsam. “Borden has real opportunities to introduce new products, and we are happy that Nick will help lead those important efforts,” Sarsam continued. “Nick’s background in health and wellness, as well as nutrition, can help us deliver the healthy products our customers are looking for.”

Suffredin and his wife Melanie have two children and live in Texas.

Suffredin holds a BS in Movement Sciences from the University of Illinois at Chicago and an MS in Food Science & Human Nutrition from the University of Illinois at Urbana-Champaign.



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**Brent Fowler** was appointed **Vice President of Operations**, effective June 4, 2018.

Fowler comes to Borden after 27 years at Frito-Lay, where he held a number of key leadership positions, both within the plants and at the corporate level. Most recently, he served as the senior director of the Dallas metro area supply chain.

As VP of Operations, Fowler will be responsible for supporting and guiding Borden's field manufacturing efforts, and all plant operations leaders will report to him. "Borden has great opportunities," said Fowler, "I'm excited to be working here to make sure our customers are happy, our manufacturing sites work as well as they possibly can, and our amazing field teams get the right support."

"Brent's high-energy, team leadership and his success in managing complex manufacturing operations are going to be great for Borden," said Borden CEO Tony Sarsam, "and we are excited to have him be part of the team that will lead Borden to the next, innovative phase of the company's life cycle." Sarsam continued: "Brent can help us drive customer service and people leadership through his commitment to direct, on-the-ground interaction. He will collaborate with local Operations teams to support our strategic vision with the spirit of innovation and positivity that is at the heart of the new Borden."

Fowler holds a BS in Mechanical Engineering from Fresno State University in California.



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## About Borden

Borden is a heritage American brand, with a legacy that stretches over a century and a half. Founded in 1857 and headquartered in Dallas, Texas, Borden operates 13 facilities across the United States, with more than 500 million gallons of annual milk processing capacity. Borden provides milk products to customers primarily in the South East through the grocery, mass market, club, food service, hospitality, school, and convenience store channels. Elsie the Cow, created in 1936, was recognized by Advertising Age in 2000 as one of the top 10 American advertising icons of all time.

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