



# Press Release

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## **Barry Card Appointed Vice President of Go-to-Market at Borden Dairy**

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DALLAS, TX, July 23<sup>rd</sup>, 2018

Borden Dairy Company, a heritage American brand and leading U.S. dairy processor and distributor, announced today that Barry Card has been appointed to the newly created position of Vice President of Go-to-Market, effective immediately.

With over 20 years of experience in designing and implementing go-to-market strategies, Card most recently served as the Global Director of Go-to-Market Systems Capability at PepsiCo. Card also spent 27 years in a variety of roles at Frito-Lay, where he specialized in route management and go-to-market strategies, eventually serving as GTM Director of the West Division.

As VP of Go-To-Market at Borden, Card will be responsible for developing and implementing a go-to-market strategy, including route design, with a focus on superior customer service. Card will directly manage distribution route design and analytics functions, both at company headquarters and in the field. “Borden is a great opportunity right now,” said Card, “It’s a household name that is dedicated to renewal and success, and I’m looking forward to helping the company serve our customers even better than ever before.”

“Barry has an exceptional track record in the packaged goods industry,” said Borden CEO Tony Sarsam, “We are extremely pleased to have someone with his abilities to help lead Borden’s outstanding field teams.” Sarsam continued: “We know Barry can help to improve productivity and spur sales growth through route management and we look forward to his innovative, analytic-based contributions.”

Card holds a BS in Business Administration from the University of Phoenix.



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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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