



## **FOR IMMEDIATE RELEASE**

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## **Borden Appoints Craig Musgrove as Chief Sales Officer**

*Former Frito-Lay SVP of Sales will serve as Borden's first CSO as the company gears up for rapid growth*

**DALLAS – Aug. 6, 2018 – [Borden](#)**, a heritage American brand and leading U.S. dairy processor and distributor, today announced that Craig Musgrove has been appointed to the new position of Chief Sales Officer, effective immediately. Musgrove marks the seventh senior leader Borden CEO Tony Sarsam has hired since joining the company in March.

“Craig is an inspiring sales executive who drives remarkable results,” said Sarsam. “Borden will benefit greatly from his sales, customer service and leadership experience. I am proud of the top talent we have been able to recruit to our executive team as we prepare to lead Borden through its next phase of growth and innovation.”

With more than 27 years of experience in sales and the food industry, Musgrove joins Borden from PepsiCo, where he most recently served as Senior Vice President of Sales for Frito-Lay. There, he was responsible for Frito-Lay's business with Walmart, supermarkets, e-commerce, club and natural customers. The University of Texas alum previously served in a variety of senior sales and general management roles at PepsiCo.

“I am honored to join such a trusted and legacy brand,” said Musgrove. “Borden is on the brink of an incredible rejuvenation that I am very excited to be a part of.”

### **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 20<sup>th</sup> 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 3,500 people Borden employs. For more information, visit [bordendairy.com](http://bordendairy.com).