

Pentallct 2019 Distribution Summit: Issues, Outlook and Implications

December 10, 2019 | Chicago, Illinois

SPEAKER PROFILES



Matt Austin, Managing Director | **Keiter Advisors**

Matt began his career as an analyst with BB&T Capital Markets, focusing primarily on mergers and acquisitions. After BB&T Capital Markets, he worked with Virginia Capital Partners, LLC, a private equity firm where he focused on transactions in a variety of sectors. Most recently, Matt worked with NewMarket Corporation (NYSE: NEU). While there, he led the Analytics and Financial Planning & Analysis team for the business units, the supply team, the research & development team and the North & Latin America sales regions.



Bill Beattie, Managing Director | **Keiter Advisors**

Bill has worked for 40+ years in publicly traded and privately held middle market companies in the areas of finance, business development and planning. Over the past 18 years, he has assisted owners of over 120 foodservice distribution companies across 30 states on a wide range of initiatives. Bill has extensive experience with family-owned and closely-held businesses and works exclusively in the foodservice distribution industry. Keiter Advisors has closed 39 broadline, protein and specialty foodservice transactions.



Josh Bucy, Senior Vice-President Member Growth | **Foodbuy USA**

Josh's responsibilities, since joining Foodbuy in August 2018, include oversight of the Sales, Marketing and Member Success teams to drive growth among all channels of business in Foodbuy's diverse customer base. Prior to joining Foodbuy, Josh spent 20 years in the healthcare industry in sales and progressive leadership roles. Most recently, he served as Vice-President of Sales and Client Management with PharMerica in the Long-Term Care industry. Prior to that, he held multiple leadership roles at AmerisourceBergen in Health Systems and GPO sales.



Chris Elliott, COO & Co-Founder | **Cheetah Technologies Inc.**

Launched in 2015, Cheetah Technologies Inc. is a technology company with a mission to improve the supply chain for Independent Restaurants. Chris has deep experience in both marketing and logistics in the Food & Beverage industry. He started his career at WX Brands, where he built the supply chain to support the production and distribution of private label wine brands from across the world for top retailers in the USA, Europe and Japan. Prior to launching Cheetah, Chris was a Brand Manager at both Otis Spunkmeyer (Aryzta) and Basic American Foods, working on their Foodservice portfolios.

SPEAKER PROFILES, continued



Barry Friends, Partner & Co-Founder | **Pentallect Inc.**

Barry has 40 years of foodservice industry experience, primarily in broadline and customized foodservice distribution. Prior to launching Pentallect in 2017, he was a Senior Principal at Technomic, Inc., where he performed proprietary projects, authored industry studies and monthly editorials, and co-founded the Foodservice Category Management Institute. Barry previously served as President at Sysco Pittsburgh, was a Division & Zone President at US Foods (Midwest) and SVP (Sales & Marketing, Supply Chain) for Reinhart Foodservice.



Bob Goldin, Partner & Co-Founder | **Pentallect Inc.**

Prior to launching Pentallect in 2017, Bob spent 32 years at Technomic, Inc., where he was Vice-Chairman & Executive Vice-President and led Technomic's Research and Consulting practice. In addition to managing proprietary client engagements, Bob created and directed major multiple client programs including Volumix, iLAB, Long-Term Forecasting, Distributor Intelligence Report and the Foodservice Category Management Institute. He created the Foodservice Essentials training program in cooperation with IFDA and managed Technomic's strategic alliances. Earlier in his career, Bob held various senior management positions at CFS Continental.



Chris Martin, General Manager & Founder | **Tibersoft Technologies**

Chris' 20+ years of experience has helped shape the foodservice technology industry. As an original founder of Tibersoft, Chris now serves as General Manager. He is focused on helping clients innovate with data in ways that were never before possible.



Nicole Mouskondis, Co-CEO | **Nicholas and Company**

Nicole currently serves as the Co-CEO of Nicholas and Company, Inc., a third generation family-owned and operated broadline foodservice distribution company, servicing customers in the Intermountain West. She began her career at Nicholas and Company as the Human Resources Assistant, eventually becoming Vice-President of Human Resources. Prior to her current role, Nicole led the organization as a Senior Vice-President for twelve years.



John Reisigl, Executive Vice-President | **Cheney Brothers**

John has had a 25 year career in the foodservice distribution industry. After 13 successful years at US Foods in sales management, including Vice-President of Sales, he began working at Cheney Brothers in 2006 as General Manager. Today, John is the Executive Vice-President of Cheney Brothers Incorporated, overseeing sales operations for the company. CBI is one of the fastest growing food distributors in the USA, with annual revenues of \$2.3B, making them the 8th largest distributor in the nation.

SPEAKER PROFILES, continued



Scott Sanders, CEO - Foodservice | **Foodbuy USA**

Scott has over 30 years of industry experience with distribution leaders such as Sysco, DMA and GFS. Throughout his career, Scott has held roles of progressive responsibility including a variety of sales, business development, national account and executive roles. He is exceptionally well versed in all elements of strategic business development with a track record of generating multi-billion dollar sales growth while expanding revenue streams into new markets. Scott is an ethical, strategic and results-driven leader with a talent for building long-term client and employee relationships.



Susan Szymanski, Vice-President & Publisher | **Plate Magazine**

Susan directs Plate Magazine's sales and marketing strategy, audience development and overall expansion of its brand portfolio. She is a 23 year veteran of foodservice media, having served in all aspects of publishing including events, marketing and sales at Nation's Restaurant News, Restaurant Business and Restaurants & Institutions. Most recently, she was Vice-President of Marketing for SPINS, a market research and consulting firm specializing in the natural and organic retail products sector. She also served as Vice-President, where she relaunched their brand to the foodservice industry.



Stephen Webster, CPG/Consumer Goods Market Leader | **r4 Technologies**

With vast experience in operations, sales, data and technology across multiple industries for established and early-stage companies, Stephen focuses on the CPG/Retail space, where he has held senior positions with PepsiCo, Pepsi-Cola Bottling Company of Bristol, Information Resources Inc (IRI), ADVO, Tactician and Alteryx. His expertise lies in effectively leveraging technology, data and people to deliver impactful in-market solutions with high yield results. As the CPG/Retail Vertical Leader at r4, Stephen works with leading companies to successfully deliver AI solutions that bring together priorities, people and processes to transform business models and create sustainable competitive advantage.

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