



EXECUTIVE BIOGRAPHIES

WhiteWave Foods has a talented leadership team with a wide scope of experience in the consumer packaged goods industry. These company leaders are responsible for developing, guiding and fueling the success of their respective teams and the company as a whole.

[BLAINE MCPEAK - President, White Wave Foods](#)

Blaine McPeak was named President of WhiteWave Foods, a division of Dean Foods Company, in November 2009. In this role, McPeak is responsible for creating value for Dean Foods shareholders while developing WhiteWave Foods into a top tier consumer packaged goods company.



McPeak joined WhiteWave Foods in February 2007 as the President of Horizon Organic and in 2008 was named President of the Horizon, Silk and Rachel's Organic U.K. businesses. Since joining WhiteWave Foods, McPeak has proven to be strategic leader who delivers results and has expanded the organization's capabilities.

McPeak's leadership experience has spanned 16 years. As a progressive marketer and general manager for the Kellogg Company, he led Kellogg's \$1 billion Wholesome Snack division. Prior to that, he ran Kellogg's \$700 million Frozen Foods division. In each position he led strategic oversight of a full scope of responsibilities including Sales, Marketing, Finance, Supply Chain and Research and Development.

Prior to holding those positions, McPeak spent four years at the helm of Kellogg's Kashi® Company, successfully growing the business from a niche natural foods player to a thriving, mainstream business. He began his career in the food business at the Sara Lee Corporation.

McPeak has led highly-engaged teams that have consistently achieved strong net sales and operating profit growth, grown market share, developed extensive innovation pipelines, launched successful brands and repositioned other existing brand leaders.

He obtained a bachelor's degree in journalism and an MBA in marketing from the University of Wisconsin and serves on the Board of Directors of The Organic Center, a non-profit research group devoted to generating and disseminating peer-reviewed scientific evidence about the health and environmental benefits of organic farming and food.



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KELLY HAECKER - Chief Financial Officer

Kelly Haecker is the company's Chief Financial Officer. He is responsible for leading financial programs that achieve business growth and increased productivity to help maximize shareholder value.



In early 2006, Haecker joined the organization from The Gillette Company, where he worked for five years. He most recently served as Vice President, Finance for Gillette's European Commercial Operations, based in Geneva, Switzerland. In that role he led the finance organization that oversaw the entire Gillette product portfolio in 17 countries in Western Europe. Prior to that, Haecker served as the head of finance for the Duracell brand's Global Business Management.

Before joining Gillette, Haecker worked as Senior Vice President and Chief Financial Officer for Mother's- Archway Cookie Company, the nation's third-largest cookie business. Haecker helped prepare and market the company for its eventual sale for \$250 million in 2000. Haecker also worked as Vice President and Corporate Controller at Specialty Foods Corporation, a \$2 billion diversified food company.

He began his career in the Commercial Audit and Financial Consulting Division of Arthur Andersen LLP, where he led engagements serving primarily SEC registrants.

Haecker holds a bachelor's degree in Business Administration from University of Nebraska, and an MBA from Northwestern University. He is also a certified public accountant.

MIKE KEOWN - President, Indulgent Brands

In May of 2003, Keown was recruited to become President of the Dean National Branded Group, where his team almost tripled profitability in less than a year while also engineering a highly successful business model turnaround. Keown was appointed to his current position when Dean National Branded Group became part of WhiteWave Foods Company.



Keown was previously at Minute Maid, where he served as the Vice President and General Manager of the Shelf Stable division. Before joining Minute Maid, he was the Marketing Director of beverage wines at E. & J. Gallo Winery.

Keown began his career at Procter & Gamble where he served in several brand and sales management roles.

Keown holds a bachelor's degree in economics from Northwestern University.



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MIKE FERRY - President, Horizon

Mike Ferry is President of the Horizon™ brand, responsible for managing the brand's marketing, research and development, operations, sales and international business units.

Prior to joining WhiteWave Foods in 2010, Ferry spent nearly five years at Abbott, leading the company's Healthy Living Nutrition Business, which includes brands such as Ensure, Zone Perfect and EAS sports nutrition. Over the course of his 18 year marketing career, he has also held positions of increasing responsibility at the Campbell Soup Company, Segway LLC and Procter & Gamble and has been responsible for driving strong business results and developing strategies that have grown the revenue, profit and market shares for a number of popular brands.

Ferry graduated from Miami University with a BS in Business Administration and obtained an MBA from Northwestern University.



JIM PEACOCK - Vice President of Operations

Jim Peacock is the company's Vice President of Operations, responsible for managing WhiteWave Foods' supply chain, including procurement, manufacturing, customer service, logistics and quality assurance.

Prior to joining WhiteWave Foods in 2005, Peacock spent 11 years with Cott Beverages, holding a series of positions of progressively increasing responsibility, including vice president of U.S. operations, vice president of business development for the global Wal-Mart team and vice president of global operations. He also spent 12 years at Pepsi-Cola working in a series of quality assurance, production and plant management roles.

Peacock began his career as an Air Traffic Controller at the Cleveland Center in Oberlin, OH and graduated from Baldwin-Wallace College in Berea, OH with a BA in Education.





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DOUG BEHRENS - Senior Vice President, Sales and Chief Customer Officer

Doug Behrens is the company's Senior Vice President of Sales and Chief Customer Officer, responsible for leading WhiteWave Foods' strategic sales initiatives while fostering the relationships and operating principles that help strengthen the Sales team.

Behrens has over 20 years of sales and sales management experience, delivering on sales goals and demonstrating successful customer and category management within the consumer packaged goods industry.

He joined the organization in April 2010 from Johnson & Johnson where he spent 11 years, most recently acting as General Manager of Customer Business Development for the company's global Walmart team. In that role, he was responsible for leading a multi-billion dollar sales portfolio and supervising a cross-functional customer business development team of more than 100 people.

Prior to joining Johnson & Johnson, Behrens spent 10 years in a variety of sales positions with increasing responsibilities at Procter & Gamble.

Behrens obtained a Bachelor of Science degree from Christian Brothers University in Memphis, Tenn.



ROGER THEODOREDIS - Senior Vice President & Division General Counsel

Roger Theodoredis is responsible for providing legal support and resources to all business units of WhiteWave Foods. Theodoredis also oversees the company's environmental and community initiatives.

Prior to joining WhiteWave Foods in 2005, he served as division general counsel for Mead Johnson Nutritionals (a subsidiary of Bristol Myers Squibb), a global marketer of infant formulas and other nutritional beverages.

Theodoredis' previous experience includes working at Chiquita Brands International in a number of legal roles, leading to assistant general counsel. His experience with Chiquita began when the company purchased D. Theodoredis & Sons, Inc., a wholesale distributor of fresh produce and family business, where he served as president. He continued to lead the company until offered an opportunity to resume his legal career in Chiquita's law department.

Theodoredis began his career at Drinker Biddle & Reath, a Philadelphia law firm, and holds a law degree from Boston University School of Law and a bachelor's degree from Wesleyan University.





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TOMMY N. ZANETICH - Senior Vice President of Human Resources

Tommy Zanetich is the Senior Vice President of Human Resources for the company. He oversees all HR functions and is responsible for developing and aligning the organization around strategic platforms to enhance employee productivity.



Zanetich joined the organization in April 2006 from Kraft Foods where, as Vice President Human Resources, North America Customer Development, he led a team of 40 human resource professionals for a \$26 billion organization comprised of 15,000 employees.

Zanetich is a proven motivator and change agent with almost 30 years professional human resources experience. During the 20 years he spent at Kraft in various vice president level positions, Zanetich served as the senior human resources advisor leading programs that focused on staffing, employee relations, organization development and performance initiatives. His previous experience includes managing human resource teams for leading packaged goods brands including Nabisco and General Foods.

Zanetich holds a bachelor's degree in history from New Jersey City University.

KELLY SHEA - Vice President of Industry Relations and Organic Stewardship

Kelly Shea is responsible for planning and directing the organization's policies, programs and initiatives related to organic, regulatory and legislative issues.



Shea joined the WhiteWave Foods team through the merger with Horizon Organic brand. In 1999, she began working at Horizon Organic as Producer Relations Manager and then became Director of Organic Agriculture in 2001. In that role, she served as the company's primary liaison to the organic industry, representing the organization and brand at conferences and spearheading the producer relations program. In her later role as Director of Government and Industry Relations, and in her current position, Shea builds communication lines and relationships with state and federal government, the administration, and other public policy officials; creating a network of contacts within the industry and actively participating in trade associations and other relevant boards/organizations.

Prior to Horizon Organic, Shea served as Vice President of Marketing and then Vice President of Purchasing for Northland Organic Foods Corporation and its sister company Northland Seed and Grain Corporation in St. Paul, MN. She oversaw all farm contracts, grain purchasing, and new product development.

Shea serves on the Board of Directors for the Soyfood Association of North America (SANA) and the Organic Materials Review Institute (OMRI). She is also Chair of the Organic Trade Association (OTA) Quality Assurance Council Livestock Committee.

Shea graduated with honors from St. Cloud State University in St. Cloud, MN with a bachelor's degree in theater.



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CRAIG SHIESLEY - General Manager, Silk Soymilk

Craig Shiesley is General Manager for Silk, the nation's leading brand of plant-based dairy alternatives, including soymilk, almond milk and coconut milk. He is responsible for leading the business unit to achieve the annual and strategic growth plans for both the U.S. and Canadian business.



Prior to joining WhiteWave Foods in 2008, Shiesley spent 16 years with the S.C. Johnson company holding various marketing positions of increasing responsibility across their Home Care and Personal Care divisions, including leading S.C. Johnson's Innovation group. In his most recent assignment prior to coming to WhiteWave, Shiesley was responsible for leading S.C. Johnson's European marketing organization for the \$800 million Home Cleaning business.

Shiesley is passionate about fulfilling Silk's mission of delivering plant-based food and beverage alternatives that are better for both people and the planet, and continuing to expand the brand to new platforms that build on Silk's leadership position in the category.

Shiesley attended Cornell University where he obtained a bachelor's degree in business management and finance.

SCOTT STEVENS - Vice President of Marketing Services

Scott Stevens is the company's Vice President of Marketing Services, overseeing WhiteWave's Marketing Excellence, Market Research, Creative Services, Consumer Affairs, Consumer Promotions, Digital Marketing, Training and Development, Trade Shows groups, and partnering with the brand teams. In this role, Stevens helps ensure that WhiteWave is on the forefront of marketing innovation, engaging consumers in new and exciting ways while supporting the development and growth of the WhiteWave portfolio of brands.



Stevens joined WhiteWave in 2005 as the Vice President of Marketing for the Silk business. During his three years in this role, he helped grow the brand and the Company's volume, profit and market share, ultimately taking Silk from an independent, entrepreneurial brand into a major part of the WhiteWave portfolio, worth over \$400M. Following this role, Stevens spent two years leading the development of a brand strategy, positioning platform and integrated marketing plan for the U.S. launch of the Fruit2Day business.

Prior to joining WhiteWave, Stevens led the marketing of Procter & Gamble brands like Oil of Olay and Clearasil. He also previously worked at the Coors Brewing Company, leading the marketing of the Coors Light, Coors Original, Killian's Red and Blue Moon brands.

Stevens holds bachelor's degree from Drake University and an MBA from Indiana University.



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[JASON VIETH - Vice President, Corporate Strategy and Business Development](#)

Jason Vieth is Vice President of Corporate Strategy and Business Development, responsible for Strategic Planning at WhiteWave, and leading business development activity outside of the company's core brands and platforms. Additionally, Vieth is responsible for growing WhiteWave's international business, including management of the company's business in Mexico.



Vieth joined WhiteWave in 2008 to lead strategic planning efforts and later assumed responsibility for business development as well. Previously, he worked in the Sales & Marketing Practice Area of The Boston Consulting Group, a global management consulting firm and leading advisor on business strategy.

Before joining The Boston Consulting Group, Vieth held consulting and business development positions at Accenture and General Electric.

He graduated from Miami University with a BS degree in Finance and received his MBA from Kellogg School of Management.