

Tropicana Brands Group Announces Key Leadership Appointments to Drive Global Growth and Integration
Leadership Additions and New Global COO Role Strengthen Connectivity and Position TBG for Future Success

CHICAGO – January 15, 2025 – Tropicana Brands Group (TBG), a leader in fresh and chilled beverages, today announced strategic leadership changes designed to support the company’s success and long-term growth initiatives. These changes include the appointment of Greg Christenson to Chief Financial Officer, Tina Lambert to Chief Marketing Officer, and Mike Sayles to Chief Commercial Officer.

Greg Christenson – Global Chief Financial Officer

Christenson brings extensive experience in leading financial and IT operations across high-growth companies. Previously, he was CFO at Oberto Brands, WhiteWave Foods, Amplify Snack Brands, and Champion Pet Food. Known for his deep financial acumen and strategic vision, Christenson's appointment reinforces TBG's commitment to driving operational excellence and long-term growth. Glen Walter, CEO of Tropicana Brands Group said, “Greg is a deeply skilled financial leader who has led businesses through transformation, turnaround and successful exit events. We are very pleased to welcome someone of his caliber and experience to the team.”

Christenson will take over from Bill Kelley, who has served as Global CFO since July of 2022. Over the last two years, Kelley has made numerous contributions to TBG and is known as a trusted and empathetic leader. Kelley will be with the company through January and, to ensure business continuity, will spend time transitioning to Christenson who will officially join the organization on January 21.

Tina Lambert - Chief Marketing Officer, NA

Lambert will focus on accelerating brand innovation, deepening consumer engagement, and driving sustainable growth across the company’s portfolio. Lambert brings over 25 years of experience in the Consumer-Packaged Goods industry, having held senior leadership roles at Hostess, J.M. Smucker, and Tyson Foods. Known for her expertise in brand development and integrated marketing strategies, Lambert has a proven track record of creating high-impact, multi-platform campaigns that resonate with global audiences.

“Tina brings exceptional vision and a deep understanding of today’s dynamic market landscape to the role,” said Walter. “We’re looking forward to her unique contributions in evolving and shaping our brand’s future as we work to become the undisputed global leader in chilled and fresh beverages.”

Mike Sayles - Chief Commercial Officer, NA

Sayles joins TBG from Ferrera, where he successfully spearheaded commercial strategies to drive market share, to now oversee TBG's global sales and commercial operations as CCO. He brings expertise in scaling businesses, building customer relationships, and optimizing go-to-market strategies. Sayles will play a pivotal role in strengthening TBG's commercial footprint and driving growth for the company.

"Mike is going to be an immediate impact player for our team," said Walter. "His dynamic leadership and understanding of the commercial landscape will enhance our ability to meet evolving consumer needs and maximize business opportunities across all channels."

As a part of this change, **James Pendegraft**, who previously served as CCO, will transition to the role of Chief Strategy and Transformation Officer, providing comprehensive oversight to all global, enterprise-wide transformation projects. TBG is pleased to have a leader at the executive level who can be solely focused on managing the company's full ecosystem holistically and provide necessary connectivity across the organization.

New Global Chief Operating Officer Role

Finally, in service of TBG's ongoing evolution and commitment to building a stronger, more cohesive global organization, **Rogier Smeets will expand his role as European Chief Executive Officer to include the newly created responsibility of Global Chief Operating Officer**. Smeets brings exceptional business acumen, strategic thinking, and proven leadership during times of transition to this new position, in which he will drive connectivity across the North American marketing, R&D, and supply chain agendas.

About Tropicana Brands Group

Tropicana Brands Group brings together an exciting, global portfolio of some of the world's most iconic juice brands, including Tropicana, Naked, KeVita, Izze, Dole, and Copella. Established in 2022 as a joint venture between PAI Partners and PepsiCo, the company aims to promote new growth for its business, opportunities for its people, and to accelerate a vision to be the undisputed global leader in fresh and chilled beverages. With a global footprint of more than 2,000 associates that spans North America and Europe, we are proud of our industry-leading capabilities in areas that include innovation, R&D, manufacturing, distribution, sales, marketing, and nutrition expertise. For more, please visit www.tropicanabrandsgroup.com