

## **DANCING DEER BAKING COMPANY WELCOMES SALES AND MARKETING VETERANS GOLDMAN AND YOLEN TO LEADERSHIP TEAM**

**BOSTON, JUNE 25, 2015** – Preparing for its next phase of accelerated growth, [Dancing Deer Baking Company](#) has expanded its leadership team, adding two accomplished food veterans with impressive backgrounds that span natural product, grocery, wholesale club and mass channels. David Goldman has joined the company as Vice President of Sales, and Katrina Yolen has joined as Vice President of Marketing. Both are newly created positions, reporting to President and CEO Frank Carpenito, who joined Dancing Deer Baking Company in 2008.

As VP of Sales, Goldman and his team will be responsible for continuing to extend distribution of Dancing Deer products across wholesale/retail, foodservice, corporate and reseller distribution channels. Goldman brings 20 years of sales leadership experience at the national level, driving business growth at successful companies such as Stonyfield Farm, Plum Organics, Theo Chocolate and, most recently, Kashi/Kellogg Company. He is well-known in the natural products community, and has had extensive experience selling to and leading organizations across all trade channels.

A world class consumer brand marketer, Yolen most recently led marketing for Weetabix North America, overseeing a portfolio of 50+ cereal and snack products under the Barbara's, Weetabix and Alpen brands. While at Weetabix, she successfully re-launched the Barbara's brand of cereals, including Puffins. Yolen began her marketing career at Kraft Foods, where she served as a brand manager for Ritz, Oreo and breakfast portfolio brands. After departing Kraft, Yolen joined GlaxoSmithKline in Europe as Product Innovation Director in the nutritional division. Over the years, Yolen has also consulted to other major brands, including Welch's and Tribe Mediterranean Foods.

"David and Katrina represent the very best talent in our industry and are going to have a positive impact on our business and culture," commented Dancing Deer Baking Company's Carpenito. "Dancing Deer is poised to accelerate growth with enhanced leadership in sales and marketing, and we believe we have that and more with David and Katrina now on our team."

Dancing Deer will reveal several new products and its Holiday 2015 product line at the Summer Fancy Food Show, June 28-30 (Dancing Deer Baking Company Booth #4430).

### **About Dancing Deer Baking Company**

[Dancing Deer Baking Company](#) is a company of people who are passionate about food, nature, aesthetics and community. Since 1994, the company has been known for its delicious tasting, clean ingredient brownies, cookies and cakes, which are sold in bakery departments within grocery, specialty and natural food stores nationwide, and are served on domestic and international flights of some of the largest airlines in the world. Its brownies have twice been recognized as "Best Brownies in America," and Dancing Deer has won many national awards and accolades for its distinctive products and innovative business practices. In 2009, the Company was one of the first 25 Massachusetts companies to become certified as a Sustainable Business Leader. Dancing Deer places an enormous emphasis on giving back to the community, most notably by helping homeless and at-risk families through their very impactful Sweet Home Project initiative, which has been changing lives through education for the past 15 years

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