



# A celebration of female professionals

## Tribute offers insight into careers of 26 honorees

The *Shelby Report of the Midwest* presents its 21st annual tribute to Women of Influence in the food industry. This year's slate of honorees – 26 strong – runs the gamut from presidents and VPs to managers, directors and supervisors.

They are among the leading executives in their respective fields, but their candid responses to questions from the Shelby team also reflect how they handle their other roles – as wives, mothers, sisters and even grandmothers.

Whether they've worked there decades or just a few months, these women are making an impact at their companies. Some have MBAs or law degrees,

while others are pursuing doctorates. Nearly all belong to professional associations and are active in their communities.

In the pages that follow, they share advice for up-and-coming professionals, as well as detail some of the challenges and rewards they've experienced along the way. In addition, you'll learn about the defining moments in their careers.

We found their responses refreshing and inspirational, and hope you will as well. Join us as we celebrate the 2026 Women of Influence.



### Angel Anderson

#### Save A Lot

National Wholesale Sales Director

Angel Anderson rejoined Save A Lot in October 2024 and quickly demonstrated why alternate sales is one of the company's most durable growth engines.

Rather than chasing volume for its own sake, Anderson focused on building

a model that scales responsibly, improves margin quality and extends access to affordable food beyond the traditional store network.

In 2025, alternate sales generated \$44.8 million in sales, with margin dollars increasing by about 10 percent year over year. Delivering value to customers while improving margin discipline in a persistent inflationary environment requires careful judgment and execution. These results were reviewed and validated through enterprise leadership assessments, reinforcing confidence in alternate sales as a sustainable platform.

A key driver of performance has been Anderson's ability to accelerate

opportunity capture through decisive sourcing. When customer needs could not be met through existing pipelines, she leveraged a global network of supplier relationships to source product, shortening timelines and converting opportunity into revenue faster than traditional processes would allow.

Anderson also strengthened the economics of the channel by reshaping how volume flows through the network. Nearly 300 full truckloads moved via direct and cross-dock routes, representing about 30 percent of total volume.



### Michelle Bernard

#### Acosta Group

Business Account Manager

Michelle Bernard manages the trade budget and builds promotional plans that drive program growth, ensuring funds are used effectively through ongoing performance and ROI analysis. She aligns retailers and customer business

managers on key initiatives and supports operational needs as a liaison for advancing the Clorox business at AWG.

Over the past year, Bernard delivered several high impact results. She executed four web blasts in 2025 through AWG co investment, generating \$3.3 million in sales and partnered with Clorox and AWG on a Clorox specific web blast in January 2026 that drove an additional \$1.7 million across multiple business units.

She supported Coborn's in a category review that added 13 new items to dressing and condiment planograms, contributing to a 10 percent

category sales increase. She also created a partnership opportunity for AWG to serve as a "paddle run out" customer, enabling a smooth transition to the new inverted bottle design and securing added promotional support.

When SAP upgrades disrupted traditional processes, Bernard developed an alternative solution to ensure direct delivery products reached retailers ahead of Labor Day, protecting \$1.3 million in seasonal sales.

Through strong analysis, collaboration and problem solving, Bernard strengthened execution, expanded opportunities and delivered measurable growth for Clorox at AWG.



**Casie Broker**  
**Price Chopper Enterprise**  
*Chief Marketing Officer*

Casie Broker has been a pillar of leadership, innovation and expertise in the grocery industry for more than three decades. She began her career in marketing at Associated Wholesale Grocers in Kansas City, Kansas, where

she quickly earned recognition for her strategic mindset and collaborative approach. Broker later brought her talents to Cosentino's Food Stores as director of marketing before stepping into her most influential role in 2010 as chief marketing officer for Price Chopper Enterprises. As CMO, she has been instrumental in positioning the family-owned Price Chopper brand as a market leader throughout the greater Kansas City region. Her commitment to brand integrity and community connection is visible and impactful, reflected in enduring partnerships with organizations

such as the Kansas City Royals, Sporting Kansas City and other respected local brands. Broker also has championed the development of a robust, evolving loyalty program, helping transform Price Chopper into a more digitally-driven organization that engages customers across multiple platforms. Her forward-thinking leadership, ability to cultivate lasting relationships and willingness to pursue new opportunities have kept the company competitive in a rapidly changing retail landscape.



**Dea Calkins**  
**JOH**  
*Business Manager*

Dea Calkins serves as a business manager in the Twin Cities and is a respected leader within JOH's North Central region. Through her career, she has built a reputation for bringing strategic

thinking, deep industry knowledge and a steady leadership presence to every partnership she supports. She plays an important role in helping drive growth across the region, working with clients and customers to develop solutions that deliver long-term results. Known for her professionalism and thoughtful approach, Calkins is someone people trust. She listens, considers every angle and finds ways to move initiatives forward while strengthening relationships along the way. Her ability to balance big-picture strategy with day-to-day execution makes her an invaluable partner to the clients and customers she serves.

Calkins' strong work ethic, integrity and collaborative spirit have helped her build lasting relationships across the industry. She brings positivity, determination and a genuine commitment to excellence to everything she does. Calkins lives in the northwest suburbs of the Twin Cities with her husband, Dave. When she is not working, she enjoys traveling and spending time with friends.



**Jamie Collins**  
**Dierbergs Markets**  
*VP of Marketing and Advertising*

Jamie Collins embodies what it means to be a Woman of Influence in the food industry. A visionary, mentor and authentic leader, she has redefined customer engagement in her current role. Over her 25-year career, Collins has led with curiosity, accountability

and courage – encouraging her teams to “be comfortable being uncomfortable” while building a culture rooted in innovation and heart. Under her leadership, Dierbergs has evolved into a digitally connected, customer-first brand. She spearheaded the development of the Dierbergs app, advanced loyalty and personalization strategies and built a seamless omnichannel experience that connects digital engagement to the in-store journey. Her data-driven approach has strengthened analytics capabilities, increasing customer engagement and loyalty participation. One of her most transformative achievements was guiding Dierbergs’

transition from a decades-long weekly print ad to a digital ad platform. This shift required deep cross-functional collaboration and thoughtful change management. The result: greater agility, measurable cost and environmental savings and a more personalized, real-time customer experience. Beyond Dierbergs, Collins serves on the board of directors for the Women Grocers of America, advancing mentorship and leadership opportunities for women. Through innovation, empathy and strategic vision, she is an inspiration to colleagues, peers and future leaders alike.



**Tammy Durnan**  
**Midwest Heritage (Hy-Vee subsidiary)**  
*President and Chief Retail Officer*

In 2025, Tammy Durnan became the first woman to serve as president of Midwest Heritage, a full-service financial institution owned by Hy-Vee, with more than \$480 million in assets. Founded 95 years ago, Midwest Heritage was acquired by Hy-Vee in

1986. Today, it operates nine bank branches across the Midwest, including five within Hy-Vee stores. Midwest Heritage's retail integration provides a “one-stop shop” experience for customers, offering extended hours and a full suite of banking, mortgage, insurance and wealth management services. In her current role, Durnan is focused on driving growth across the organization while preserving Midwest Heritage's industry-leading service model. Under her leadership, Midwest Heritage has implemented a new, state-of-the-art customer relationship management platform and upgraded its loan origination systems. The organization also introduced a refreshed

logo design and received its first national recognition from Newsweek, being named one of the top financial advisory firms in the nation. Most recently, Durnan has played a pivotal role in Midwest Heritage's plans to acquire Iowa Savings Bank, a community bank headquartered in Carroll, Iowa, with more than \$300 million in assets. The acquisition will add a trust division to Midwest Heritage's portfolio of services, including fiduciary, estate planning, farm management and trust administrative services.

The United Family is proud to congratulate five outstanding team members who were recognized by *The Shelby Report* as Women of Influence in the food industry.

Their dedication, leadership, and commitment to excellence make a meaningful impact on our company and the communities we serve across Texas and New Mexico.

**We are honored to celebrate their achievements!**



The United Family™





# STRONG LEADERS. REAL IMPACT.



**KATIE PENNY**  
EXECUTIVE VICE PRESIDENT  
OF STORE OPERATIONS  
KNOXVILLE DIVISION



**MISTY DESKINS**  
SENIOR DIRECTOR  
OF MARKETING



**HANNAH SMITH**  
DIRECTOR OF FRONT  
END OPERATIONS



**MISTY KERN**  
DIRECTOR OF TRAINING

**INFLUENCE THAT MOVES GROCERY FORWARD.**

*Every day.*





**Azeb Gebrewihot**

**Kroger**

*Operation Field Specialist*

Azeb Gebrewihot is a leader, wife and mother, as well as a strong example of what it means to lead while balancing family and a successful career.

Gebrewihot leads with humility, passion, courage and resilience, and is known for being authentic, grounded and deeply people-focused. She brings a strong commitment to performance, team development and operational excellence in her work.

Recognized by her organization as a high-potential leader, Gebrewihot was selected to attend the Food Industry Management program at the University of Southern California – an investment in her continued growth and future leadership impact.

She represents a rising leader who is expanding her influence and helping shape the future of the food industry.



**Jennifer Lambert**

**Hy-Vee Inc.**

*SVP Chief Digital Officer*

Jennifer Lambert is focused on building connections with customers through simple, intuitive and personalized digital experiences. In her current role, Lambert oversees all of Hy-Vee's digital properties and leads the retailer's digital-first strategy, which centers around data, personalization and

artificial intelligence.

Starting her career as a software engineer, Lambert brings a high level of technical expertise to her role, serving as a liaison between Hy-Vee's digital, operations and marketing teams.

To drive e-commerce sales, Lambert and her team have been focused on advancing the web and mobile shopping experience to make online shopping easier for customers.

In 2025, the team developed a new unified basket experience that's designed to simplify online ordering by allowing customers to order groceries along with custom-made items – including cakes, floral

arrangements and party trays – in one transaction for pickup or delivery.

To support Hy-Vee's continued focus on making lives healthier, Lambert's team also worked with the FoodHealth Company to launch FoodHealth Scores within the grocer's mobile app. This feature allows customers to quickly compare the nutritional value of products across the store, as well as identify better-for-you alternatives.

Both advancements have seen rapid adoption across Hy-Vee's customer base and stand out as key differentiators in the industry.



**Kristi Magnuson Nelson**

**Hugo's Family Marketplace**

*President/CEO*

Kristi Magnuson Nelson is a down-to-earth, accessible leader, encouraging her team to excel. She is quick to remind everyone that it is the team that deserves credit for the successes of the business. Many associates have been with Grand Forks, North Dakota-based

Hugo's for 10, 20 or even 40-plus years, a testament to the outstanding leadership and the value driven, personal family-like interaction they have with Magnuson Nelson. She excels in making sure those who wish to succeed have the tools to do so with Hugo's.

Over the years, Magnuson Nelson has received several awards, including: the National Grocer's Spirit of America Award, North Dakota Grocer of the Year, Prairie Business Magazine's Top 25 Women in Business, the WGA Woman of the Year and the Grand Forks/East Grand Forks Chamber of Commerce's Henry Havig Award. Most recently, she was awarded the Thomas K. Zucha Award for Entrepreneurial Excellence by the National

Grocers Association.

Magnuson Nelson has been active in many community organizations. She serves and has served on boards of directors for local and national organizations. Some of those include the Grand Forks/East Grand Forks Chamber of Commerce, Minnesota Grocers Association, North Dakota Grocers Association, National Grocers Association, the local United Way and Xcel Energy Corporation, Altru Health System and the Ralph Engelstad Arena. Her willingness to serve is the foundation for giving back to the grocery industry and the communities the stores serve.



**Tara McDermott**

**Save A Lot**

*Accounting Director-Assistant Controller*

Tara McDermott was brought into Save A Lot to help clean up and stabilize the accounting function. To do this, she had to assess the needs and capabilities of the accounting staff, as well as her operational business partners. McDermott identified several areas for improvement, including a

supplier rebate program, which been managed in a suboptimal way. She identified specific improvement areas and then coordinated with the accounting and merchandise operations teams and Save A Lot's suppliers to quickly implement process and policy enhancements. These have driven efficiency and effectiveness, as well as improved satisfaction, on the parts of the merchandising and supplier teams.

McDermott also was the principal lead on Save A Lot's ERP consolidation project. She managed resources and deliverables across multiple functions, including accounting, financial planning, IT, shared services, retail operations and treasury, to ensure an effective on-time

cutover from the legacy ERP platform.

The impact of this project was significant, as it facilitated an effective consolidation of two accounting teams, allowed for the implementation of consistent accounting policies across the enterprise, improved the consistency of reporting to internal and external parties, addressed audit considerations and supported entries treasury management.

The consolidation of ERP platforms was a game-changer for accounting and the business at large.

**We're So Proud**



**Celebrating Our Women of Influence**



**Michelle Bernard**  
Business Account Manager  
Crossmark



**Britney Ekerson**  
Customer Business Manager  
Crossmark



**Claudia Keyes**  
SVP, Operational Excellence  
Acosta



**Tina Kubala**  
SVP  
Acosta



**Maura Levis**  
VP, Northeast  
Acosta



**Rebekah Steward**  
VP, Business Intelligence  
Acosta





Deb Allison  
Store Manager



Farah Lavigne  
Store Manager



Justine Meader  
Store Manager



Brittany Vogel  
Store Manager

**Congratulations** to Deb,  
Farah, Justine, and Brittany  
for being recognized as  
2026 Women of Influence.

*Thank you from all your Hannaford  
colleagues.*

*Your commitment to our customers  
and our associates serves as a model  
and an inspiration to everyone at  
Hannaford.*





**Shelly Moore**  
**Associated Wholesale Grocers**

*SVP, Chief Information Officer*

As CIO and a vital member of the executive leadership team, Shelly Moore is a driving force behind the technological and strategic transformation of her organization. Overseeing a multi-million-dollar budget and a diverse portfolio – including infrastructure, cyber security and artificial intelligence

adoption – Moore directs the framework for the North Star Strategic Plan, ensuring technology acts as a catalyst for enterprise-wide growth. Her influence extends far beyond the server room. She manages four high-level executives and champions a culture of technology skills transformation. By realigning IT objectives with corporate strategy, she has achieved a 15 percent reduction in administrative overhead while maintaining a staggering 99 percent uptime for critical supply chain and network solutions. Moore's hands-on leadership in data platform modernization and AI use-case development has deepened the consultative relationship between

the wholesaler and its retail members. Her accolades include the Chain Store Age Top Women in Retail Award and designation as an ORBIE finalist. She serves on national committees for FMI – The Food Industry Association and the National Grocers Association, ensuring the cooperative remains at the forefront of the evolving grocery landscape. Moore connects her professional expertise with her personal roots in agriculture, and she advocates for the next generation.



**Meagan Nelson**  
**SPINS**

*VP, Retail and Distributor Growth*

Meagan Nelson's combination of industry expertise, visionary leadership and dedication to her team and clients makes her a standout leader. Her deep understanding of the dynamics impacting independent grocers has shaped how the SPINS retail, broker, distributor and certifier team structures

its services, teams and client deliverables. Nelson has recruited and onboarded more than 15 independent retailers, connected numerous distributors with SPINS and expanded partnerships with key accounts, including C&S Wholesale Grocers, UNFI, Certco, Mitchell Grocery and Topco. As a trusted industry speaker, she leads quarterly sessions on trends, wellness and key industry issues. In 2025, she spearheaded one of SPINS' first cross-industry white paper collaborations with FMI – The Food Industry Association, examining how shoppers define healthy. She also serves on the board of directors for the Women Grocers of America within the National

Grocers Association. Nelson pairs strategic vision with hands-on mentorship, fostering a culture of growth, evident by the nine team members she's mentored and promoted over the past two years. She has been peer-nominated each year for SPINS' International Women's Day "Inspiring Woman" recognition, highlighting the respect and admiration she has earned throughout the organization. Her talent for anticipating industry changes and turning them into actionable strategies distinguishes her and enables her to drive meaningful growth within SPINS, clients and the industry.



**Jessica Ringena**  
**Hy-Vee Inc.**

*SVP, Chief Revenue Officer*

Jessica Ringena is using her unique skills to bridge the gap between finance and marketing – two fields that traditionally have operated in parallel worlds. In her current role, Ringena leads Hy-Vee's finance, marketing and retail

media teams. While her oversight is sizeable, her goal is to build synergies between these areas to drive more revenue, growth and efficiencies at Hy-Vee by blending creative direction with data-driven strategies. As a marketer, Ringena and her team are focused on optimizing the customer journey through personalized and relevant omnichannel experiences. Blending Hy-Vee's rich service model with data and targeted messaging, she aims to increase engagement and strengthen brand loyalty among customers across every touchpoint, both in-store and online. Ringena's goal is to not only solve problems for Hy-Vee's busy

consumers but also for the retailer's store-level leaders. That's why her team has spent the past year streamlining internal tools to make everyday tasks easier and more efficient at retail. Under her leadership, Hy-Vee's finance team introduced advanced budgeting and forecasting reports to help store directors make faster and more informed decisions around their operations. In addition, the marketing team created a hub that allows store employees to crowdsource marketing assets in real time.



**Jody Rudh**  
**JOH**

*Customer Manger*

Jody Rudh is a tremendous leader in the Twin Cities and within JOH's North Central region, where she plays a key role in the continued success of the region.

Her leadership not only strengthens JOH but also supports the clients who have entrusted the company with their business and the retailers who rely on the partnership to meet the evolving needs of today's consumers. Rudh brings a relentless drive to everything she does and raises the bar beyond what others believe is possible. She approaches her work with a selfless mindset, always putting the success and well-being of clients, customers, consumers and fellow JOH associates first. Her relationships with customers and clients are second to none. She is trusted for her insights, creativity and ability to bring forward new ideas that

drive meaningful results. Throughout her career, Rudh has demonstrated a strong commitment to excellence while also bringing energy, positivity and joy to those around her. We are grateful for the leadership, dedication and spirit she brings to our team every day. Rudh lives in the eastern suburbs of the Twin Cities with her husband, Tim. When she is not working, she enjoys spending time with friends and traveling.

# a toast to you & your success

**Congratulations to our partner, Beth McGough of Giant Eagle, on being named a 2026 Women of Influence Award recipient.**

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WE ARE PROUD TO HONOR OUR 2026

# Women of Influence



**SYDNEY RUGGIERI**



**EMMY HUME**





**Carla Rydberg**

**Topco Associates**

*Director, Category Management for Edible Grocery*

Carla Rydberg joined Topco in 2015. In addition to her responsibilities within edible grocery, she operated as the lead stakeholder in the company's

Food Club brand redesign. The brand is worth more than \$1 billion at cost, spanning categories in grocery, frozen and dairy. To date, 2,500 items have been through the artwork process and more than 1,500 items are shipping to member retailers/wholesalers.

Rydberg spearheaded the initiative, working throughout the project with internal stakeholders, including quality assurance, category management, sourcing, project management, marketing and the brand management team. She developed a phased-approach plan with cross-functional teams and

communicated throughout the process, maintaining the direction even in the face of industrywide supply challenges. She adapted and listened to the teams as needed.

This process has been widely accepted and was leveraged to support subsequent packaging redesign projects, as Rydberg took the time to educate associates on the strategies of running a project of this caliber, providing a critical blueprint for brand success. Her attitude and collaboration shine within the entire organization.



**Natalie Santiago**

**Save A Lot**

*Store Manager*

Natalie Santiago oversees the highest volume Save A Lot location in Cleveland, located in one of the city's most challenging neighborhoods. In 2025,

her store generated \$8.3 million in sales with a customer count of 276,874, holding flat year-over-year performance despite significant economic and environmental challenges.

Santiago also maintained a \$30.09 average transaction rate, which is a testament to her disciplined focus on store standards, team engagement and the customer experience.

Santiago leads with consistency and precision, operating her store and managing a team of 26 direct reports. In addition to her store leadership

responsibilities, she also serves as a training manager, demonstrating her willingness to support and develop other managers across the region.

She is the type of leader who will stop everything to help someone, always making herself available regardless of the time of day.



**Heather Standifer**

**Associated Wholesale Grocers**

*Executive Director, Marketing and AIM*

Heather Standifer is an AWG executive whose leadership blends commercial brilliance with community impact. Recently promoted, she oversees a program supporting 1,300 member stores. In 2025, her strategic oversight

contributed to \$6 billion in total retail sales – marking 12 consecutive years of growth – and accounted for 22 percent of AWG's 42,000 new item distribution points.

Standifer consistently exceeds her mandate, driving a 15 percent increase in digital offer redemptions by streamlining complex execution processes. Recognizing shifting demographics, she spearheaded a new ethnic ad group for the Hispanic market, launching Spanish in-store advertisements and targeted promotions.

Her commitment to mentorship ensures this success is sustainable,

as she guides new talent through the complexities of competitive merchandising.

Beyond the office, Standifer's dedication to social restoration is extraordinary. She volunteers weekly with the Freedom Fighters ministry, providing direct advocacy for survivors of human trafficking and domestic violence. Her efforts provide tangible lifelines, including securing employment, vehicles and new identities for those in need.

Furthermore, through AWG Cares, she has secured critical grants for the Kansas City Pregnancy Clinic and IHAN.



**Rebekah Stewart**

**Acosta Group**

*VP, Business Intelligence*

Rebekah Stewart delivered measurable business impact by elevating customer performance, advancing insight-led innovation and strengthening operational efficiency. Under her leadership, all vertical customer teams outperformed

total store trends by 0.4 to 3.7 points, reflecting strong alignment to client priorities and disciplined, insight driven execution.

She leveraged standardized reporting and analytics to guide leadership decisions, prioritize investments and direct resources toward the highest value opportunities. Her teams also influenced major commercial wins by providing strategic insights that supported new item launches, expanded advisory partnerships and elevated category leadership designations.

Stewart led the development and launch of the Kroger Insights Hub to more than 160 clients, transforming customer conversations from

retrospective reporting to forward-looking strategy. The platform has been widely recognized as a game changing innovation and has contributed to more than \$1.5 million in incremental client growth.

Stewart also introduced Kroger Shelf Intelligence to improve visibility into shelf level performance and led the omnichannel data workstream, delivering a consolidated view of digital and brick-and-mortar trends to support smarter investment decisions. Operationally, she drove a 29 percent reduction in recurring reporting hours through process redesign and resource optimization.



**CONGRATULATIONS**  
to our 2026 Woman of Influence!



**Monica Rolon**  
Regional Sales Development Manager



**Deb Pasternack**  
Senior Director, Category Management Lead



**Amy Bergeron**  
Sales Development Manager



**Sarah Sheaffer**  
Sales Development Manager



**Jennifer Falzon**  
HR Manager



**Teri-Anne Colurciello**  
Senior Director of Business Intelligence



We're proud to celebrate Schraad's Women of Influence and all of the 2026 honorees.



**NELLIE CARLSON**  
Senior Director of Retail Strategy



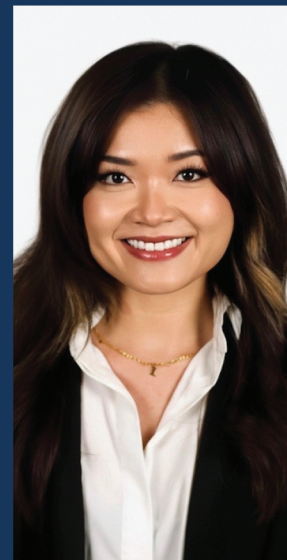
**KACY SPRINGER**  
Creative Development Project Manager



**CASEY MARTIN**  
Senior Client & Customer Support Analyst



**EMILEE ALBRIGHT**  
Category Insights Manager



**LISA LAM**  
Retail & Data Systems Specialist



**NICKI ZUBER**  
Business Development Manager

*Congratulations!*



**Anna Stoermer**

**Hy-Vee Inc.**

*EVP, Chief Merchandising and Retail Officer*

Knowing where customers are today and where they're heading next is Anna Stoermer's top priority.

As one of the first female executives in company history to start her career in a store and work through the retail ranks,

Stoermer brings a high level of retail expertise to her current role.

Over the past 18 months, she has helped bring a renewed focus to service, pricing and quality at Hy-Vee. This included introducing a "New Lower Prices" campaign that lowered prices on more than 15,000 items to match the nation's largest discount retailers. As a result, this led to increases in basket size, customer count, units and sales, as well as a spot on Forbes' national list of Best Brands for Value. It also included a shift in Hy-Vee's production, moving fresh-made items back to stores to ensure the freshest

and highest-quality product for customers.

Most recently, Hy-Vee launched a new brand campaign that centers around its 95-year-old commitment to delivering helpful service. To coincide with this, Stoermer and her team rolled out new employee training to ensure every customer receives the best experience.

Under Stoermer's leadership, the grocer has continued to advance its private brand and specialty food offerings and has continued to make further investments in e-commerce to meet the evolving needs of its customers.



**Jenna Sullivan**

**So Good So You**

*VP Sales*

Jenna Sullivan is a star, leader and "hype" woman – the reason the So Good So You team feels like a family. She shines bright every day, leading the team

forward, finding ways to achieve success in everything it does.

It's because of Sullivan that the team synergizes so well. Thanks to her, team members maintain a positive attitude and are resilient to change. More importantly, it is because of her that they find happiness at work.

They thank her for showing up for them every day. They are lucky to have her as their boss, peer, partner and friend.

So Good So You has been very successful with Sullivan as the leader of the sales team. Joining the company nearly nine years ago, she has paved

the way for growth, taking the brand from an itty-bitty startup to the No. 1 wellness shot brand and fastest growing functional beverage in the U.S.



**Nicole Teeters**

**SRW/C.A. Fortune**

*SVP Strategy*

Over the past nine years, Nicole Teeters has grown from social strategist to her current role with SRW, the in-house marketing and advertising agency for C.A. Fortune. Over the years, she has worked behind the scenes,

demonstrating a combination of brand-building expertise, strategic foresight and creative leadership.

As a skilled agency strategist, Teeters' work makes CPG brands and their marketing leaders shine. She is an unparalleled reader of the zeitgeist, who knows how to help brands assert their relevance and cut through a cluttered industry landscape. Her counsel was instrumental to Good Culture, as she was the leading thinker behind the strategies SRW leveraged to make cottage cheese "cool."

From upstart brands to industry behemoths, Teeters has played a

central role in shepherding growth. She has crafted audience strategies to help Chomps grow beyond its base consumer, helped global brand A-Sha navigate the American market and served as the strategic force behind launching Doich, an upstart health-forward cookie dough brand.

In addition, Teeters serves as the lead strategist behind many of SRW's major new business wins, including Earth's Best and Celestial Seasonings. These are household names with long-standing agency relationships, yet her strategic vision and ability to build trust were key to unseating incumbent partners. Her work didn't stop at the pitch.



**Lori Turner**

**AWG**

*Executive Director of Communications*

Working her way up the corporate ladder from a support role to executive director, Lori Turner demonstrates the balance required to succeed in a rapidly evolving industry. Her career reflects not only hard work and

determination but a deep understanding of how organizations function at their best.

As AWG's board liaison and a direct partner to the CEO, that balance becomes essential. Turner helps keep strong leadership aligned – managing personalities, navigating substantive differences and ensuring focus on shared objectives. In environments where strong voices can either elevate or divide, she manages, supports and guides to drive meaningful results.

In leading internal and external communication strategies for more than 1,100 member retailers and nearly 5,000 employees, Turner defines

the voice of the organization. She understands that how a message is delivered often determines its impact. Serving as the final check, she ensures communication is clear, effective and aligned to achieve results.

Beyond financial success, she measures impact through contributions to the community. As former chair of AWG Cares, Turner led the company's charitable foundation, guiding philanthropic initiatives that extended well beyond the organization and into the communities it serves.

She also plays a leadership role in a multigenerational family business in the Kansas City region. Simply put, she is a woman who gets the job done.

# The Women Moving the Industry Forward

Congratulations to C.A. Fortune's Women of Influence who are recognized for leadership, impact, and raising the bar across our business and beyond.



**Darla Deiro**  
Director,  
Conventional  
Sales

**Alex Hickey**  
VP, Natural  
Strategic  
Partnerships

**Caitlyn Koriakos**  
Sr. Director,  
Sales Ops

**Barb McGlothlin**  
VP,  
E-Commerce

**Nicole Teeters**  
SVP, Strategy,  
SRW | C.A.

**Nery Vazquez**  
SVP,  
DTH | C.A.

**Kate Weidner**  
Chief Creative  
Officer,  
SRW | C.A.

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THE  
*Campbell's*  
COMPANY

CELEBRATING THE  
**2026 Women of Influence  
Award Winners**



**Rachel Bower**

Vice President, Category Leadership  
& Category Strategy,  
Meals & Beverages



**Melissa Bucklaw**

Vice President,  
Sales Execution & Planning



**Angie Smith**

Head of Commerce  
Marketing, Snacks



**Sydney Gaston**

Customer Vice President,  
National Grocery, Meals & Beverages



**Kristen Wilson**

Customer Vice President,  
West Regionals, Snacks



**Amy Wadstrom**

**Vivid Clear RX (Hy-Vee subsidiary)**

*President*

Amy Wadstrom is breaking down the complexities of pharmacy benefits one conversation at a time.

At Vivid Clear Rx, a pass-through pharmacy benefit manager formed in 2020 by Midwestern grocer Hy-Vee, Wadstrom's mission is to bring greater transparency and cost-savings to employer groups across

the nation.

A pharmacist by trade who spent much of her career working in Hy-Vee's retail pharmacies, Wadstrom's time these days is spent sharing her expertise with employer groups, brokers and other healthcare professionals to help them better understand the hidden costs that are often associated with more traditional PBMs. Part of that includes advocating on behalf of PBM reform on the local and federal levels to bring greater accountability and clarity to the industry.

Wadstrom and her team have focused their efforts around creating a seamless experience for employers and their members, from onboarding and

beyond, to ensure patients have the best possible health outcomes.

Leaning into her Hy-Vee roots, Wadstrom has built a strong culture of service that's powered by Vivid Clear Rx's 24/7 call center. This team includes trained pharmacy professionals whose role is to help members and employers navigate their pharmacy benefits.

Each employee is trained and empowered to solve problems quickly and effectively. It's this guiding principle that's earned Vivid Clear Rx one of the highest customer service ratings in the industry.



**Kate Weidner**

**SRW/C.A. Fortune**

*Chief Creative Officer and President*

Kate Weidner is a visionary leader for a multitude of food and supplement brands, having been involved in the natural, better-for-you space for more than 10 years.

In 2016, Weidner founded SRW Agency and turned small, emerging

brands into national players for clients Vital Proteins, Simple Mills and Good Culture. In 2024, she took SRW's success to new heights by joining forces with C.A. Fortune to become a marketing powerhouse in the food industry.

Since then, Weidner has led business pitches and built relationships with new clients Lily's Toaster Grills, Sweetleaf, Whole Moon, Hain Celestial, Ritter Sport, South Chicago Packing, Our Home, A-Sha Foods, Lactalis, Unbound Snacks, Hifas da Terra and Supergut, among others.

Kind, collaborative and innovative are a few of the leadership attributes Weidner embodies to ensure success with a growing client roster, while maintaining high employee morale.

She is a tireless entrepreneur, active contributor in her community and dedicated mom.

Weidner has always made time to help other entrepreneurs and women succeed. She spent six years within Naturally Network on the Naturally Chicago board, while leading and growing a team that is 78 percent female.

She also teaches young entrepreneurs what it means to start a business through partnership with Chicago's Female Strong YEA program. Her most recent activity is leading her daughter's Girl Scout troop and teaching the members about entrepreneurship through their individual passions and, of course, cookie sales.



**Alyson Woods**

**Save A Lot**

*Marketing Analyst-Customer Engagement*

Alyson Woods oversees the analysis and operational management of Save A Lot's loyalty program across more than 600 stores. Her work influences marketing strategy, promotional effectiveness and customer engagement at scale.

While not directly managing a budget, Woods' insights guide investment

decisions for loyalty campaigns and digital offers. She collaborates with cross-functional teams – including marketing, IT and Save A Lot store owners – to ensure program accuracy and performance.

In addition to strategic analysis, she handles tactical responsibilities, such as configuring offers and troubleshooting store and customer issues, ensuring a seamless experience.

Between March 1, 2025-February 2026, Woods helped drive more than 730,000 registrations for Save A Lot Rewards, the company's loyalty program. She also achieved the first month of double-digit percentage of identified transactions for the loyalty program. She coordinated the migration

to a new loyalty coupon platform for 600-plus stores, leading to a successful launch.

In addition, Woods set up contingency plans in the event there was an issue during migration. Another of her major achievements was testing multiple offer types to ensure all of them were redeemable prior to migration.

She has led multiple supplier-paid media conversations as Save A Lot continues to kick off retail media use. She also helped to make herself and the marketing department more efficient by eliminating manual processes.



**Nicki Zuber**

**Schraad Sales & Marketing**

*Business Development Manager*

Nicki Zuber is a relationship-driven leader with more than 26 years of experience in the CPG industry.

In her current role, she focuses on building strong partnerships with clients and customers to drive meaningful business growth.

Zuber's approach combines strategic thinking, collaboration and a commitment to clear communication, ensuring that brand objectives and customer needs remain aligned. She has built a reputation for developing trusted relationships by prioritizing transparency, responsiveness and problem-solving.

By listening to customers and working with clients, she helps identify opportunities that strengthen brand performance while delivering value for retail partners. Her ability to navigate challenges with a solutions-oriented mindset allows her to support long-term growth and successful partnerships.

Her leadership style emphasizes partnership, accountability and a shared commitment to success.

Outside of work, Zuber is dedicated to supporting her community. Each year, she participates in the Walk for Vision and the Trolley Run, events that benefit the Children's Center for the Visually Impaired. These causes are especially meaningful to her, as close friends are affected by eye disease, and her involvement helps raise awareness and supports services that improve lives.

**EMPIRE**  
Kroger partners for 45+ years



**Congratulations to  
Empire Marketing Strategies  
own Kim Gustina  
for winning  
“The Women of Influence in  
the Food Industry” award!**



**Empirefoods.com**

**50**  
YEARS 

**LEADING WHAT'S NEXT  
POWERED BY WOMEN OF INFLUENCE**

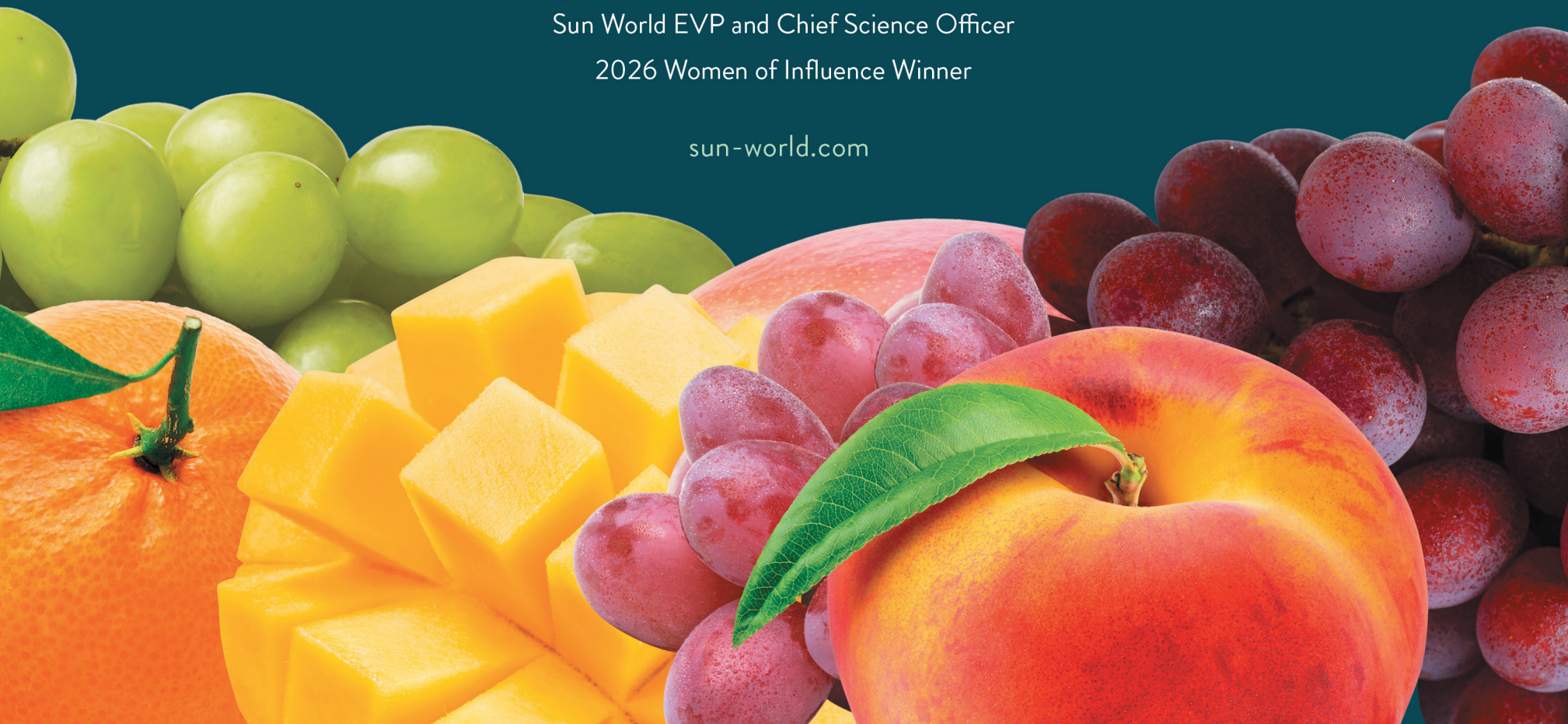


**Congratulations Jennifer Petersen**

Sun World EVP and Chief Science Officer

2026 Women of Influence Winner

[sun-world.com](http://sun-world.com)





Shelby Publishing has expanded its popular Women of Influence section from the Northeast to the other four regions of the nation. Look for the following female leaders from across the country (page 40) to be featured in our upcoming May editions.



**Misty Bryant**

Director of Retail Operations



**Shannon Clark**

Senior Director of  
Marketing & Communications



**Candace Henderson**

Merchandising & Operations  
Support Manager



**Courtney Meador**

VP of Human Resources



Houchens Food Group proudly congratulates our winners of the **2026 Women of Influence** in the Food Industry award.



**Congratulations to all of the  
2026 Women of Influence in the Food Industry!**  
We are especially proud of our leaders who have made  
significant contributions to JOH and the industry.



**Dea Calkins**  
Business Manager  
Center Store Division  
North Central



**Grace Gruber**  
Director  
Center Store Division  
Mid-Atlantic



**Michelle Kalicky**  
Business Manager  
Specialty & Natural Division  
New England



**Jody Rudh**  
Customer Manager  
Center Store Division  
North Central



# *Congratulations to our Women of Influence Award Recipient!*



**Melissa Harrington**  
Vice President, Finance

You *nourish* our brand, strategy and culture every day,  
making Food Lion a great place to *work* and *shop*.

**SOUTHEAST**

Susan Abernethy  
 Ruth Bain  
 Lindsey Baron  
 Brittany Benton  
 Taylor Berry  
 Misty Bryant  
 Lindsay Capozziello  
 Jordan Carter  
 Shannon Clark  
 Jan Concannon  
 Anna Cook  
 Henley Coulter  
 Rhonda DeMello  
 Misty Deskins  
 Geri Downing  
 Meghan Edwards  
 Sarah Frey  
 Lucy Gibbons  
 Tracey Gregorski  
 Kim Gustina  
 Constance Hammond  
 Melissa Harrington  
 Candace Henderson  
 Tabitha Henry  
 Elizabeth Hinson  
 Karin Humanik  
 Jamila Jackson  
 Mary Kellmanson  
 Misty Kern  
 Claudia Keyes  
 Tina Kubala  
 Hye Suk Makley  
 Sarah Matejowsky  
 Sherry McBride  
 Courtney Meador  
 Dora Merrick  
 Tish Mills  
 Kara O'Malley  
 Katie Penny  
 Tamara Rose  
 Caroline Short  
 Shelby Silvia  
 Hannah Smith  
 Martha Taylor  
 Paige Vance

**SOUTHWEST**

Angela Ables  
 Emilee Albright  
 Liz Bleakley  
 Sarah Boddy  
 Jessica Brown  
 Kaela Canzoneri  
 Nellie Carlson  
 Kindle Chapman  
 Crystal Dominguez  
 Amanda Emerson  
 Taylor Escamilla  
 Sabrina Fair  
 Marty George  
 Alexandra Hickey  
 Amber Hook  
 Beth Keeton  
 Lisa Lam  
 Macaela LeClair  
 Casey Martin  
 Chesley Maschhoff  
 Jennifer O'Malley  
 Abie Rampy  
 Becky Schaeffer  
 Kacy Springer  
 Kayleigh Swift  
 Lisa Tiblow  
 Nery Vazquez

**WEST**

Catherine Gipe-Stewart  
 Lorena Aguilar  
 Kristin Alas  
 Lisa Ali  
 Shannon Beasley  
 Liz Casas  
 Laura Castro  
 Patrice Coudray Rubin  
 Darla Deiro  
 Gricelda Deluna  
 Erika Deschodt  
 Tammy Duff  
 Christy Dwyer  
 Britney Ekerson  
 Jeri Elsasser  
 Veronica Estrada  
 Martha Gabriel  
 Karla Gonzalez  
 Melissa Gonzalez  
 Annette Gutierrez

Carla Inama  
 Teresa Jimenez  
 Kimberly Johnson  
 Gretchen Johnson  
 Kristyn Lawson  
 Katherine Lunde  
 Carrie Mack  
 Barb McGlothlin  
 Jacqueline Michlitsch  
 Karol Moorman  
 Janet Moreno  
 Rebecca Morgan  
 Erika Mota  
 Kirti Mutatkar  
 Marnie Nemcoff  
 Stefanie Pandol  
 Nancy Paredes  
 Joseph Parpart  
 Jennifer Petersen  
 Kori Pierson  
 Carolina Pinedo  
 Megan Poppe  
 LeAnne Romesburg  
 Sara Rueda Cuartas  
 Irma Trias  
 Claudia Velgara  
 Paige Venable  
 Catrin Williams  
 Danielle Wortham

**NORTHEAST**

Glaucia Afonso  
 Debbie Allison  
 Erin Baez  
 Angela Basnar  
 Amy Bergeron  
 Patty Bianco  
 Rachel Bower  
 Melissa Bucklaw  
 Jenna Busby  
 Michelle Carfagno  
 Shan Case  
 Jane Ciccone  
 Brandy Coccia  
 Jennie Coleman  
 Reimi Colson  
 Tracey Colston  
 Teri-Anne Colurciello  
 Stephanie Doherty  
 Tonya Douglas

Hume Emmy  
 Jennifer Falzon  
 Jennifer Frailey-Custer  
 Sydney Gaston  
 Angelena Goot  
 Grace Gruber  
 Kathy Guertin  
 Juliana Havriko  
 Michelle Kalicky  
 Claire Ko  
 Caitlyn Koriakos  
 Farah Lavigne  
 Maura Levis  
 Laura Viola Maccarone  
 Sabrina Malloy  
 Elsie Martinez  
 Beth McGough  
 Rachel McLaughlin  
 Justine Meader  
 Chrissy Michaud  
 Jessica Mosner  
 Sae Pansare  
 Deborah Pasternack  
 Rachel Razzano  
 Darla Rieg  
 Monica Rolon  
 Sydney Ruggieri  
 Jordan Schenck  
 Stacey Schultz  
 Sarah Sheaffer  
 Joelle Smith  
 Stevie Smith  
 Angie Smith  
 Staci Smith  
 Meaghan Tetreault  
 Brittany Vogel  
 Karen Weinstein  
 Cathy Williams Owen  
 Kristen Wilson



CELEBRATING OUR 2026

WOMEN OF INFLUENCE

WINNERS!!!



## CONGRATULATIONS TO STOP & SHOP'S 2026 WOMEN OF INFLUENCE!



Brandy Coccia  
Store Manager



Elsie Martinez  
Human Resources  
Business Partner



Erin Baez  
Director of Operations  
Support



Joelle Smith  
Manager Distribution  
Services



Rachel Razzano  
Human Resources  
Business Partner



Glauca Afonso  
Store Manager

