



# CHRIS WITHAM

**Strategic Thought Leader | Activating Insights | Leading Teams**

**AMDG Consulting**

Chris is a visionary commercial leader with a proven track record of driving growth, forging strategic partnerships, and elevating thought leadership to unlock category expansion and market share in the Consumer Packaged Goods sector.

With over 20 years of experience at industry leaders including Dean Foods, The Hershey Company, and Nature's Way, Chris has built and led high-impact teams across Finance, Sales, Strategy, Go-to-Market, Category Management, and both Shopper and Consumer Insights. He is known for establishing insights-driven cultures, pioneering discussions on the future of retail, and shaping transformative customer partnerships that fuel long-term success.

Chris's leadership philosophy is rooted in collaboration, empowerment, and innovation. He champions a "One Team" culture that prioritizes mentorship, talent development, and high emotional intelligence—earning accolades from peers, customers, and teams alike, particularly for his empathetic leadership during the COVID-19 crisis.

Chris has delivered consistent results across a diverse range of organizations—from Fortune 100s to mid-sized companies and founder-led startups. He has played a critical role in achieving earnings targets, securing investment milestones with PE/VC partners, and building sustainable growth engines.

After a successful tenure at Hershey, Chris founded AMDG Consulting, a practice focused on advising CPG companies on near-term growth and long-term strategic development. His work with Nature's Way was so impactful that he was invited to join full-time, where he built the Category Management and Shopper Insights function from the ground up, launched a storytelling-based sales training toolkit, and led the Health Food Store and Specialty Retail channel sales team. His insights-led approach delivered measurable results and strengthened retailer influence through thought leadership and category growth.

Chris remains passionate about using insights to spark action, craft compelling selling stories, and drive innovation that meets evolving consumer needs.

In addition to successful project delivery as a consultant and his time at Nature's Way, Chris' previous experience includes:

- Director of Omnichannel Integration for Hershey
- Director of Category Strategy and Insights on the Target account for Hershey
- Team Lead for the Front End Team / Future of Retail Center of Excellence for Hershey
- Multiple successful stints as a National Account Manager / Sales Director

Chris earned his undergraduate degree in Finance from Wittenberg University in Springfield, Ohio, and his Master's in Business Administration from Boise State University in Boise, Idaho.

Chris and his family live in western Wisconsin, just outside the Minneapolis-St. Paul metropolitan area where they operate a working farm and have made healthy, natural living a focus.