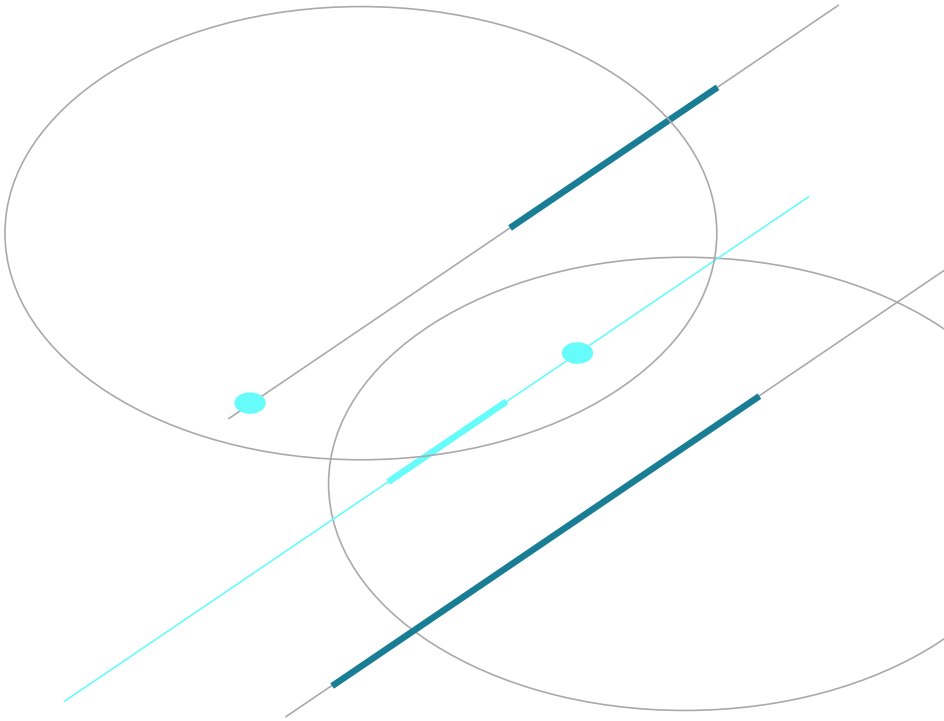
HEIDRICK & STRUGGLES



Confidential Candidate Report

Cardinal Harvest Naturals

Chief Executive Officer

Candidate: Jennifer Russell
May 7, 2026

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The evaluation contained in this report represents a composite of information furnished by the candidate for discussion purposes. It should be used in conjunction with other sources, including consultation and commentary provided by Heidrick & Struggles.

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Personal

Jennifer Russell

President & Chief Executive Officer
HarvestWay Foods Group

Career Summary

HarvestWay Foods Group

2018 - Now President & Chief Executive Officer

Green Meadow Organics

2014 - 2018 Chief Brand Officer

Global Nature Co.

2005 - 2014 Positions of Increasing Responsibility, including Senior Vice President and General Manager

Education

MBA

Unverified

Kellogg School of Management at Northwestern University

BA, Economics

Unverified

Stanford University

Heidrick Comments

The presentation below is submitted without benefit of detailed reference checking. The candidate's qualifications are submitted according to the information provided to us by the candidate to date. Should the client and the candidate reach a preliminary understanding relative to employment, Heidrick & Struggles would expect to conduct additional reference checking.

Summary

Jennifer Russell is a seasoned public company CEO and consumer brands executive with more than 25 years of leadership experience across the food and consumer products industry. She currently serves as President and Chief Executive Officer of HarvestWay Foods Group, a publicly traded diversified food company with approximately $4 billion in revenue. Her background spans enterprise leadership, portfolio management, governance, stakeholder engagement, brand transformation, and large-scale operational oversight across grocery, frozen, refrigerated, natural, and organic food categories.

Jennifer was appointed CEO of HarvestWay Foods Group in 2018 during a period of declining growth, increasing portfolio complexity, and weakening consumer engagement across the company's branded food businesses. In the role, she maintains full enterprise P&L responsibility across manufacturing, quality, food safety, sourcing, supply chain, innovation, marketing, and commercial operations while serving as the primary interface with the Board of Directors, investors, regulators, media, and external stakeholders.

During her tenure, Jennifer repositioned the company's core brands around quality, trust, and innovation, reversing multi-year volume declines and restoring growth momentum. She led a multi-year investment program focused on portfolio renewal, branding modernization, and new product development while simplifying the operating portfolio and improving margins. She also integrated previously siloed business units under a unified operating model and cultural framework, aligning geographically dispersed teams across multiple categories and functions. Externally, Jennifer established visibility as a spokesperson on food industry trends, transparency, sustainability, and the future of consumer food brands.

Prior to becoming CEO, Jennifer served as Chief Brand Officer at Green Meadow Organics from 2014 to 2018, joining the private equity-backed company during a period of rapid growth to help modernize operations and professionalize organizational capabilities ahead of a successful strategic sale. She led a comprehensive brand and portfolio repositioning centered on authenticity, ingredient integrity, and consumer education while partnering closely with sourcing and operations leaders to align external brand commitments with operational practices and quality standards. Jennifer also developed partnerships with nonprofit and advocacy organizations to strengthen external credibility and stakeholder trust and played a key role in preparing the organization for acquisition through enhanced positioning and organizational readiness.

Earlier in her career, Jennifer spent nearly a decade at Global Nature Co. in progressively senior leadership roles spanning marketing, category leadership, and general management. She led multi-category businesses with responsibility for strategy, innovation, marketing, and commercial execution while managing cross-border teams and complex global supply chains. During this period, she also gained exposure to large-scale manufacturing systems, regulatory environments, and quality standards while leading launches of health-oriented and plant-based product platforms during periods of category expansion.

Jennifer has developed a reputation for leading organizations through strategic repositioning, cultural reset, and stakeholder scrutiny. She is viewed as a decisive and credible enterprise leader with strong communication skills and executive presence across boardrooms, investor settings, and public forums.

Areas to Probe:

While Jennifer brings significant enterprise leadership and external stakeholder experience, it would be beneficial to further assess her direct technical engagement across manufacturing, sourcing, and food safety systems, as well as her ability to quickly establish credibility with CHN's long-tenured operating teams while preserving momentum in the company's strongest-performing businesses.

Pivotal Expertise & Business Impact

Knowledge and skills that demonstrate a record of achievement

- Exceeds Expectations
- Meets Expectations
- Needs Development
- Not Rated

Operational Leadership & Financial Acumen

Role Requirement: *Leads complex P&Ls across sourcing, manufacturing, supply chain, and commercial functions. Balances operational stabilization with long-term growth and builds accountable leadership teams.*

Jennifer currently leads HarvestWay Foods Group, a $4 billion public company with enterprise oversight across manufacturing, sourcing, supply chain, food safety, quality, innovation, and commercial operations. During her tenure, she has reversed multi-year volume declines, improved margins, simplified the portfolio, and led investment initiatives focused on product innovation and brand renewal across a diversified food platform.

Food Safety and Quality Leadership

Role Requirement: *Deep understanding of food safety, quality, and risk systems across complex food businesses. Leads remediation efforts, strengthens standards, and communicates credibly during scrutiny.*

Jennifer has overseen food safety, quality, and operational systems across large-scale branded food organizations and regulated manufacturing environments. She has repositioned brands around trust, quality, and transparency and partnered closely with operating leaders to align brand commitments with operational execution, although her profile reflects less direct technical leadership of recall remediation programs.

Shape Strategy

Role Requirement: *Combines growth orientation with operational discipline and trust restoration. Understands natural and organic consumer trends and translates them into actionable growth strategies.*

Jennifer has led multiple transformation and repositioning initiatives, including portfolio simplification, cultural integration, and brand renewal efforts designed to restore growth and consumer engagement. Her experience spans natural, organic, health-oriented, and plant-based categories across both public and private company environments.

Enterprise Integration & Portfolio Complexity

Role Requirement: *Experienced leading multi-brand organizations with operational and cultural complexity. Aligns teams around common standards while protecting strong businesses and improving challenged areas.*

Jennifer has led diversified, multi-division food businesses with significant operational and organizational complexity, including geographically dispersed teams and broad category portfolios. At HarvestWay Foods Group, she integrated previously siloed business units under a unified operating and cultural framework.

Pivotal Expertise & Business Impact

Knowledge and skills that demonstrate a record of achievement

(Continued)

- Exceeds Expectations
- Meets Expectations
- Needs Development
- Not Rated

Public Company Experience

Role Requirement: *Experienced partnering with Boards, investors, and stakeholders during transition or scrutiny. Communicates progress through clear operational, financial, customer, and culture metrics.*

Jennifer brings extensive public company CEO experience with direct engagement across Boards, institutional investors, regulators, activist shareholders, and media stakeholders. She has operated comfortably in highly visible environments requiring stakeholder communication and organizational credibility during periods of transformation and scrutiny.

Culture Impact

Styles and values that impact organizational culture

Team Leadership

Role Requirement: *Visible, collaborative leader who aligns divisions around safety, quality, growth, and culture.*

Jennifer has demonstrated the ability to unify organizations, establish accountability, and align teams behind common operating frameworks and strategic objectives. She has experience leading enterprise-level cultural reset initiatives and driving integration across complex organizations.

Personal Characteristics

Role Requirement: *High-integrity and resilient leader with strong judgment, empathy, curiosity, and frontline presence*

Viewed as a confident, composed, and externally credible executive with strong communication skills and strategic presence. Demonstrates decisiveness, resilience, and comfort operating in high-visibility environments requiring stakeholder trust and organizational change.