



CHIEF EXECUTIVE OFFICER
2026

Company Overview



Cardinal Harvest Naturals (CHN) is a long-established leader in organic and natural foods, recognized for purity, innovation, and category leadership over more than 20 years.

The company has consistently ranked among the top five players in its segment, but two product recalls in separate divisions have challenged consumer, investor, and stakeholder confidence.

The incoming CEO must lead CHN through enterprise healing while reestablishing trust, restoring operating rigor, and reigniting growth across the portfolio.



Position Overview



We are seeking an accomplished executive with the demonstrated ability to lead a complex, multi-division consumer foods enterprise through crisis, renewal, and sustainable growth.

This leader will bring the operational rigor, enterprise judgment, and stakeholder credibility required to restore trust, strengthen food safety and quality disciplines, and reposition the business for its next chapter.

Above all, the CEO will unite historically siloed parts of the organization behind a common mission: renewing Cardinal Harvest Naturals as a trusted, high-performing, and growth-oriented leader in organic and natural foods.



Key Responsibilities

Enterprise Leadership & Renewal

- Set a unifying enterprise vision that reconnects the company to its heritage of purity and innovation
- Create alignment across divisions, functions, and leadership teams around common priorities
- Lead the business through succession with stability, clarity, and pace
- The ability to coach others, to listen across silos, and to partner with the Board while balancing activism.

Food Safety, Quality & Risk

- Instill uncompromising food safety and quality standards across all divisions
- Complete an enterprise diagnosis of recall root causes and implement cross-division corrective action
- Build transparent processes, metrics, and accountability around defect reduction and quality improvement

Stakeholder Trust & External Leaderships

- Rebuild confidence with consumers, investors, regulators, and other critical stakeholders
- Strengthen regulator and stakeholder relationships through transparency and credibility
- Lead a visible narrative of renewal that is supported by measurable progress

Growth, Innovation & Portfolio Stewardship

- Protect and extend the culture and momentum of the highest-performing division
- Restore performance in recall-affected businesses while preserving long-term growth capacity
- Translate consumer and market insight into a focused growth and brand agenda

Future CEO Profile

PIVOTAL EXPERIENCE & EXPERTISE

Dimension	Comments
Shape Strategy	<ul style="list-style-type: none"> ▶ Combines growth orientation with immediate focus on restoring trust and operating credibility ▶ Understands consumer trends in natural and organic foods and translates them into a focused growth agenda ▶ Has set and executed strategy in environments requiring both transformation and performance
Operational Leadership & Financial Acumen	<ul style="list-style-type: none"> ▶ Proven ability to manage a P&L at scale; has seen growth and is capable of scaling a business ▶ Leads a complex P&L with rigor across sourcing, manufacturing, supply chain, and commercial functions ▶ Makes disciplined capital allocation decisions that balance stabilization with long-term value creation ▶ Builds a high-caliber leadership team with strong functional depth and clear accountability ▶ If external candidate, has operated as a standalone CEO; ideally with experience in food
Food Safety and Quality Leadership	<ul style="list-style-type: none"> ▶ Deep understanding of food safety, quality, and risk systems across multiple businesses or product categories ▶ Has led recall remediation, root-cause analysis, and implementation of sustainable corrective actions ▶ Instills uncompromising standards and measurable improvement in quality and defect metrics ▶ Engages regulators, customers, investors, employees, and media with composure and accountability
Enterprise Integration & Portfolio Complexity	<ul style="list-style-type: none"> ▶ Has led multi-brand or multi-division consumer businesses with meaningful complexity ▶ Breaks down silos and aligns teams around common standards, metrics, and ways of working ▶ Protects the strongest business while accelerating recovery in challenged divisions
Public Company Experience	<ul style="list-style-type: none"> ▶ Brings credibility with investors and understands the expectations of a publicly traded environment ▶ Partners effectively with the Board during transition, scrutiny, or activism ▶ Reports progress through operating, culture, customer, and financial metrics

CULTURE IMPACT

Dimension	Comments
Team Leadership	<ul style="list-style-type: none"> ▶ Visible, collaborative, and unifying leader across divisions and functions ▶ Creates shared ownership of safety, quality, growth, and culture across the enterprise ▶ Preserves momentum in the strongest business while raising standards in underperforming areas ▶ Builds and retains top talent; elevates team performance beyond individual contribution
Personal Characteristics	<ul style="list-style-type: none"> ▶ High integrity; has demonstrated an ability to persevere in the face of setbacks; uncompromising ethics where safety, trust, and reputation are concerned ▶ Quick learner who is agile in their thinking; high level of intellectual curiosity ▶ Demonstrates empathy, listening, and frontline presence



Success Measures

Within their **first 100 days** as CEO, the Successor is expected to complete an enterprise diagnosis of recall root causes, propose unified solutions spanning divisions, engage stakeholders transparently, and set milestones for safety, growth and engagement.

The board will track progress using tangible metrics:

Defect Rate

Reduction over baseline

NPS

Improvement in customer trust

Culture Surveys

Stronger engagement and alignment

Our Team



TERAESA VINSON

PARTNER, CHICAGO

Teraesa Vinson, Ph.D., is a partner in Heidrick & Struggles' Chicago office and a member of the CEO & Board of Directors and global Technology & Services practices. She focuses on CEO succession, board assessment and review, and CEO review.

As a licensed psychologist with more than 25 years of clinical experience in assessment and intervention, Teraesa brings substantial psychological training and experience to her role. She is skilled at assessing top talent for organizations ranging from large public companies to smaller, high-growth PE and VC-backed businesses.

Teraesa has partnered on many CEO successions across various industries, including technology, healthcare and life sciences, industrial, professional services, financial services, and consumer products. She works closely with boards to identify the ideal characteristics of their next leader and guides the accurate measurement of internal and external talent across leadership style, cognitive approach, and organizational fit.

Earlier in her career, Teraesa was a clinical professor at Teachers College, Columbia University, where she conducted graduate-level training in the selection, administration, and interpretation of psychological assessment instruments. She previously held academic positions at the University of Florida and City University of New York.

Education

University of Florida, Doctor of Philosophy
University of Florida, Master of Science
Spelman College, Atlanta, Georgia, Bachelor of Arts, Psychology

Our Team



**LYNDON
A. TAYLOR**

PARTNER, CHICAGO

Lyndon A. Taylor is a partner in Heidrick & Struggles' Chicago office and the regional managing partner of the Americas CEO & Board of Directors Practice.

Lyndon works with both privately held and publicly traded clients on executive leadership and board director searches and succession engagements. He also advises organizations across sectors on board effectiveness and talent development strategies.

Recently, Lyndon led the Global Inclusion Practice and was the partner in charge of the Chicago office.

Earlier in his career, Lyndon worked in investment banking at UBS and Merrill Lynch and in corporate development at Enron. He also served in the U.S. Navy prior to college.

In 2020, Lyndon was honored by the AESC as one of the inaugural recipients of its new IDEA Award for outstanding contribution to inclusion, diversity, equity, and access (or "IDEA").

Lyndon leads a course on governance as part of The University of Chicago's Leadership &

Society Initiative. (LSI) He is also a member of the Executive Leadership Council (ELC) and serves on the Forums Committee of the Economic Club of Chicago. Lyndon recently served as chair of the board of directors of Cook County Health & Hospital System and served on the boards of the Ann and Robert H. Lurie Children's Hospital of Chicago, the CFA Society Chicago, and Hubbard Street Dance Chicago.

Education

University of Chicago Booth Graduate School of Business, MBA

Southern Methodist University, BA in History, with Honors

Southern Methodist University, BS in Ethnic Studies