**Jamie McKeon, Senior Vice President, Demand Creation, Rich Products**

Dedicated to building new capabilities that unlock growth, Jamie McKeon leads the advancement of digital customer experience innovation, analytics and insights, strategy and breakthrough product innovation for Rich's United States-Canada (USC) Region.

In her role as senior vice president, demand creation, Jamie is responsible for accelerating Rich's position as an innovator and digital leader within the food industry. She also is a member of Rich's USC Region Leadership Team, USC Strategy Council and Global Marketing Council, all of which help shape Rich's growth strategies and priorities.

Since joining Rich's in 1997, Jamie has served in variety of roles with increasing scope and demand, including vice president of marketing for both Rich's Foodservice and Consumer Brands Divisions. Prior to Rich's, she spent 10 years at Atlanta-based Georgia-Pacific.

When it comes to inspiring associates, building an inclusive workplace and creating opportunities for advancement, Jamie is equally committed. A passionate, visible, active leader in shaping Rich's culture, Jamie cares deeply about the development and advancement of others, and actively helps drive their success through coaching, mentorship and advocacy.

Jamie serves on the boards of Rich's Our Women's Network (OWN) affinity group and the Women's Foodservice Forum, both of which are committed to gender equity and accelerating the advancement of women in leadership. She also plays a key role on Rich's Workplace Inclusion Advisory Council, focused on furthering Rich's diverse and inclusive culture.

Jamie also serves on the Niagara University Food Marketing advisory board and on the board of the International Foodservice Manufacturers Association.

A native of Lorain, Ohio, Jamie resided in Georgia for 26 years before relocating to Buffalo in 2013. She holds a B.S. in business administration from Bowling Green State University. She enjoys speed walking, biking and spending time with her family.