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## **Heather Harwood Accepts Senior Shopper Insights Manager Role at Sargento Foods**

**PLYMOUTH, Wis. – April 6, 2016 – [Sargento Foods Inc.](http://www.sargento.com)** announces Heather Harwood has accepted the position of Senior Shopper Insights Manager in the Consumer Products Division.

Heather will be responsible for designing research, providing insights for retailer-specific marketing programs and optimizing the in-store experience. She will work with the Shopper Marketing, Category Management, Sales, and Core Business teams to help build Sargento shopper marketing capabilities.

Before joining Sargento Foods, Heather worked for S.C. Johnson & Son as a Global Shopper Insights Manager, where she led shopper-based initiatives to reinvent the in-store experience. Throughout her career, Heather has led research for brand positioning, creative development, packaging design, new product development and equity tracking.

“Heather’s experience leading brand and shopper initiatives will be a great addition to our Consumer Products Division,” said Louie Gentine, CEO of Sargento Foods. “We look forward to welcoming her to the Sargento family.”

She earned her master of business administration in marketing research from University of Wisconsin – Madison and her bachelor’s degree in business administration from University of Wisconsin – Whitewater. Heather will report to Katharine Richards, Director of Insights.

### **About Sargento Foods Inc.**

Sargento Foods Inc. has demonstrated its passion for cheese and cheese-based meal solutions for more than 60 years. Founded in 1953 in Plymouth, Sargento is a leading manufacturer, packager and marketer of natural shredded, sliced and snack cheeses, cheese appetizers, ingredients, sauces and other culinary solutions. Sargento is owned and operated by the Gentine family, has net sales exceeding \$1 billion and more than 1,800 employees. For more information, please visit [www.sargento.com](http://www.sargento.com).

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