

KEHE DISTRIBUTORS

Senior Vice President

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ABOUT KEHE

KeHE is leading the way as an innovator and curator of natural, organic, specialty, and fresh products, all supported by its world-class North American distribution network. At $11B in revenue and growing steadily, KeHE connects emerging brands and established suppliers with retailers across the continent. Its reach gives promising products a path to market while helping traditional grocers and emerging retailers bring shoppers the discovery, quality, and choice they seek.

KeHE brings more to those relationships than distribution. The company pairs consumer insight and market data with a curated assortment, product knowledge, and merchandising expertise to help its partners respond to changing tastes. Today, KeHE serves more than 31,000 independent and chain retail locations across North America through its KeHE brand in the United States and Tree of Life in Canada. Beyond bringing natural, organic, and specialty products to market for its partners, KeHE is building its own brands. CADIA and MADE WITH offer organic and Non-GMO private label products for independent grocers. Wild Oats, a pioneering natural food brand, is advancing regenerative agriculture and a more sustainable food system.



$11B
in revenue and growing steadily

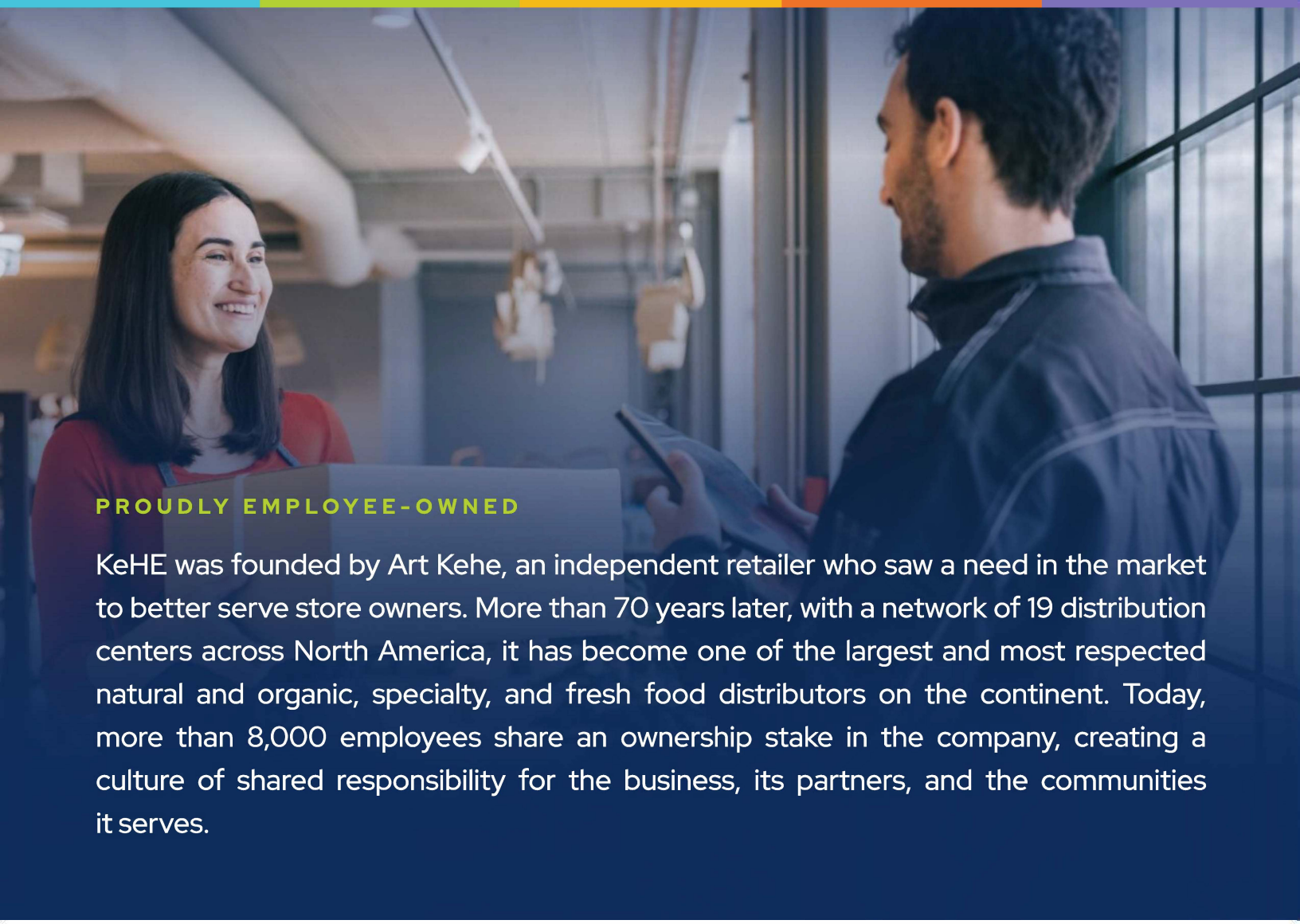
31,000+
independent and chain retail locations

19
distribution centers across North America

8,000+
employees share an ownership stake

Retailers We Serve

- Chain Grocery & Natural Retailers/Supermarkets
- Independent Grocery & Natural Retailers
- Online Retailers, E-Commerce Merchants, and Dropshippers
- Alternative Channel Retailers/Convenience Stores
- Vitamin Retailers & Pharmacies
- Food Service Providers



PROUDLY EMPLOYEE-OWNED

KeHE was founded by Art Kehe, an independent retailer who saw a need in the market to better serve store owners. More than 70 years later, with a network of 19 distribution centers across North America, it has become one of the largest and most respected natural and organic, specialty, and fresh food distributors on the continent. Today, more than 8,000 employees share an ownership stake in the company, creating a culture of shared responsibility for the business, its partners, and the communities it serves.

Certified B Corporation

KeHE's ambition is grounded in a steadfast commitment to doing business with integrity. A Certified B Corporation since 2015, the company is accountable for its social and environmental performance, transparency, and impact on the communities it serves. KeHE has also been recognized four times as one of the Best B Corps for the World for Workers, reflecting its investment in the people behind the business.

KeHE Cares Foundation

KeHE's purpose, to SERVE to make lives better, extends to customers, suppliers, employees, and communities and is reflected in the work of the KeHE Cares Foundation. Together, its employee-owned model and commitment to service have shaped a culture where people share both responsibility for the business and a desire to make a meaningful impact beyond it.

kehecares.org

KEHE'S OWNED BRANDS

Wild Oats

Regenerative Organic Certified™

As part of its commitment and focus on natural and organic products, KeHE bought the Wild Oats brand in 2025. Through Wild Oats, KeHE has relaunched its own brand of Regenerative Organic Certified products, starting with cold-pressed juices, smoothies and eggs. With plans to continue expanding the Wild Oats product lineup, you can learn more here: About Wild Oats











CADIA®

CADIA is KeHE's private label brand for neighborhood grocers, available only to KeHE's independent retailers. Focused on organic and Non-GMO products, it offers more than 250 items across 40 categories, including an organic line of bulk goods.

mycadia.com



MADE WITH®

MADE WITH offers more than 120 natural, organic, and Non-GMO products made with simple ingredients, including bulk repack products, for KeHE's independent grocery retailers.

madewithfoods.com

THE OPPORTUNITY

KeHE is seeking a Senior Vice President to lead its Sprouts account, one of its most consequential and strategic customer relationships. This leader will serve as a general manager of KeHE's largest account, reporting to the EVP of Sales, and will be responsible for its performance, growth, and long-term health. Leading a team of approximately 60 with dotted line leadership beyond that, the SVP's scope includes all facets of KeHE's support for Sprouts, including the P&L, top-to-top account ownership, joint business planning, category management, product innovation & growth, operations/supply chain performance (fill-rates, on-time delivery, etc.), and merchandising/in-store execution.

The desired SVP will have significant breadth and depth in a related operating environment and be able to drive continued improvement in operational excellence, service levels, customer alignment, and growth. Continuing to build on KeHE's track record of joint business planning and product innovation will also be vital to the health of the business, and the new SVP must be able to lead these processes with confidence and proven track record.

Beyond the capabilities of a world-class strategic account leader, the new SVP must have strong presence and be an adept communicator, capable of leading and engaging in productive, win-win relationships from the CEO suite to the store and the warehouse floor. Given the strategic role Sprouts plays for KeHE, the new SVP must be based in Phoenix, AZ.







Key Responsibilities

1 Lead the partnership and strategy

- Serve as KeHE's senior executive leader for Sprouts, building a trusted relationship with the customer's leadership team. Deepen KeHE's integration with Sprouts, driving increasing levels of joint value and long-term mutual commitment.
- Set and deliver a shared strategy that protects and grows the partnership, improving performance for all stakeholders.
- Lead executive-level negotiations with the customer, including significant commercial agreements, serving as KeHE's primary negotiator and point of accountability for the relationship.
- Serve as a core senior executive within KeHE, partnering with C-suite executives and the board.

2 Deliver operational excellence

- In partnership with the operations team, lead improvement of fill rates, on-time delivery, pick accuracy, and on shelf availability (OSA).
- Ensure the right product is available, delivered on time and accurately, and reflected in strong shelf conditions at store level.
- Establish clear reporting, accountability, and an operating cadence that surfaces problems early and drives resolution.

3 Drive growth

- Work with the customer to identify new products and opportunities across its evolving assortment.
- Bring KeHE's category knowledge, supplier relationships, and market insight to decisions about innovation and item growth.
- Coordinate item introductions and exits so that growth is supported by sound inventory and supply chain execution, ultimately driving margin for all stakeholders.



4 Own the business results

- Own and drive the P&L, working across functions and cost centers to deliver the agreed financial plan.
- Ensure disciplined forecasting, planning, and performance management for the account.
- Manage the account team's sales expense and make informed tradeoffs between service, growth, and profitability.
- Use the influence of this role thoughtfully to align teams and resources around the account's needs.

5 Lead and develop the team

- Lead approximately 60 people, including six direct reports, and provide indirect leadership of a dedicated operations leader and team, with clear expectations and accountability.
- Assess the team's structure and capabilities, develop its leaders, and build the depth needed for sustained performance and growth.



Essential Qualities

- Experience leading a large, complex customer relationship of comparable scale, ideally a multi-billion-dollar account or portfolio, including P&L ownership and results delivered through teams beyond direct reporting lines.
- Significant experience in retail grocery and/or wholesale distribution with a large retailer, food manufacturer, or distributor, including an understanding of how distribution economics, service levels, grocery supply chain, and commercial decisions affect one another. Natural, organic, and specialty food experience is preferred.
- A track record of leading executive-level negotiations with major customers, including significant commercial agreements, with the credibility to serve as the company's primary negotiator.
- Thrives in complex, fast-moving environments where decisions ripple across the supply chain, the customer, and the P&L. Comfortable finding the way through ambiguity.
- A senior business leader who is equally willing to roll up their sleeves, get into the data and spreadsheets, and personally drive root-cause fixes.
- A track record of leading and improving supply chain service measures in a high-volume grocery business, including managing frequent item introductions and discontinuations where tight inventory management is mandatory.
- The presence and communication skills to work at the CEO and board level at both KeHE and the customer, with the judgment and horsepower to use the authority of this role effectively.
- Experience developing leaders and guiding a sizable team through change.
- The motivation and capacity to grow into broader enterprise leadership at KeHE.
- Alignment with KeHE's employee-owned culture.
- Willingness to live and work full-time in Phoenix, Arizona.
- Bachelor's degree in business, marketing, finance, sales, or a related field required; MBA or advanced degree strongly preferred.



CONTACT

CarterBaldwin Executive Search is honored to partner with KeHE Distributors on the search for its Senior Vice President. Applications, nominations, and confidential inquiries may be directed to the search team.

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