

Rick Tanner

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To whom it may concern

I'd like to introduce myself to JRG Partners as a candidate for CEO/President leadership roles at CPG companies, preferably PE owned. Over the past 7 years, as President of Mountain Valley Water Company, I renovated and grew Mountain Valley to be a leading brand in Natural/Specialty foods channel. The accelerated growth in revenue and operational margin delivery allowed us to sell the company and **delivered a 4x return on investment for a private equity company within 4 years**. Post-acquisition, I was asked to stay with the acquiring company, Primo Water, to continue to run Mountain Valley and then to lead Primo Water retail sales for North America, \$600 million in revenue.

I am the former CMO at Nestle Waters and have spent decades building world class brands and designing and implementing outstanding marketing plans. I thrive on building brands through deep consumer understanding, innovation, branding and robust channel strategies. Coupled with a strong operational management headset and dynamic leadership model, I am a strong candidate for any CPG company seeking new leadership or a PE firm looking to acquire, manage or sell a CPG company.

I have attached my resume and can provide a long list of references for your review. I am available to meet with you at your convenience. Thank you so much for your consideration. I look forward to hearing from you.

Sincerely, Rick Tanner
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475-323-7559