



Sarah Irizarry is a global brand leader who uniquely connects her strong financial foundation with customer and market expertise to build brands, grow P&Ls, and drive market share for private and publicly held companies. She is best known for B2C and B2B brand growth where her 27 years of experience set her apart as a data driven marketing expert who consistently uncovers groundbreaking customer & business insights. Her impact spans architecting growth for billion-dollar brands including Crest, Oral B, & Olay at Procter & Gamble (NYSE:PG), Similac & PediaSure Abbott Nutrition (NYSE: ABT), as well as several DTC high growth brands. As a former CPA and Ernst & Young Alumni, she has the ability to bridge growth, brand, finance, compliance, and market timing needs.

Ms. Irizarry served most recently as the Vice President of Brands and Direct-to-Consumer e-Commerce operations with P&L responsibility for the Harris Teas and Pure Steeps Branded Portfolios. She expanded their business beyond its current private labeling for Target, Kroger, Safeway, and Walmart to name a few, into a direct consumer brand business. She transformed the Harris Tea and Pure Steeps brand portfolios into true consumer facing brands by reorganizing P&Ls, acquiring top talent, establishing a consumer insights foundation, and a brand building innovation process.

Her impressive growth background includes 12 years at Procter and Gamble where she led the multi-billion-dollar oral care brand portfolio in North America. She brought Crest® Pro-Health to market, which positioned the Crest® Brand to overtake #1 share from Colgate in the toothpaste category and garnered half of Listerine's 50% share in the mouthwash space. She also led the Oral B and Olay brand teams globally in North America, Western Europe and Asia.

Ms. Irizarry was brought into Abbott Nutrition to grow the Similac brand amidst declining births and increasing breastfeeding rates. In 2014, she effectively turned around the trajectory of the Similac Infant formula brand, creating the "Go and Grow by Similac Toddler" brand adding +\$500 Million of growth to the Similac brand.

In 2016, she joined SafeWhite™ as the Head of Marketing to launch their technology platform into the commercial brand, HaloSmile™, from the ground up. Ms. Irizarry came up with the HaloSmile™ brand concept, direct-to-consumer brand, the e-commerce platform, marketing stack and go to market plan. HaloSmile™ is a Top 12 New Beauty Products at Forbes, Best in Show at Indie Beauty Expo (2019), and 2019 QVC Customer Choice.

## Director Experience

Irizarry serves on Thorne's Nature Experience Board of Trustees, Outreach and Inclusiveness Committees, a non-profit focused on improving the lives of underserved children in Colorado by teaching them the love of the outdoors and nature.

Additionally, she serves on the Finance Committee for the Town of Timnath. The Finance Committee is focused on overseeing the town finances, approving the budget, advising on the town's current debt restructuring process, and capital projects.

## Relevant Recognition & Achievements

Irizarry is a mentor at Endeavor Colorado in Denver and Boomtown Accelerator in Boulder, CO. In 2020, she actively mentored the spring Boomtown cohort of early-stage innovators for SaaS, Devices, Wearables and Health categories.

In 2013, she was recognized by the Latino American Who's Who for her achievement in advancing the culture of the Latino American business community, and in 2010, she was granted the Design Patent for the Oral B Floss Pick.

## Education

Irizarry graduated from Boston College with a B.S. in Accounting and Marketing. She pursued her MBA from the McCombs School of Business at the University of Texas in Austin.