

**CALIFORNIA
OLIVE RANCH®**



MICHAEL FOX
Chief Executive Officer
California Olive Ranch

Michael Fox is the Chief Executive Officer of California Olive Ranch, the third largest branded manufacturer of olive oil in the United States retail market and largest domestic grower of olives for extra virgin olive oil in California. The company's two brands: California Olive Ranch® and Lucini® are beloved by consumers and renowned for their quality having won over 230 awards in the last ten years.

An accomplished executive with over 20 years of experience in consumer packaged goods, Fox joined COR from J.R. Watkins, Inc. (JRW), a new natural personal care product company with distribution across the United States, Canada, Mexico, Korea and Japan. At JRW he led the creation of the business as CEO following the portfolio asset purchase by Swander Pace Capital from Watkins, Inc. Prior to JRW, Fox worked at Columbus Craft Meats where he led strategy, brand marketing, R&D and new product innovation. He was a critical member of the team in the successful sale of the business by Arbor Investments to Hormel Foods in 2017 for \$850 million.

Fox also worked at The Albertsons Companies, where he led strategy, marketing and new product development for the company's \$7 billion store brand portfolio and was instrumental in the acceleration of its on-trend health-and-wellness brands: *O Organics*®, *Open Nature*® and *Eating Right*®. Fox also spent close to a decade with PepsiCo's Frito-Lay North America division, where he led several businesses including the \$3 billion *Doritos*® & *Cheetos*® brands as well as the fastest growing brand in the company's portfolio: *Stacy's*®.

Prior to PepsiCo, Michael spent several years in digital marketing for various Internet start-ups both on the client and agency sides. Michael earned a Bachelor of Arts from The George Washington University and an MBA from The University of Texas at Austin.