



Jeff Platt, President, Karma Culture LLC

From the delivery trucks to the corner office, Jeff is a lifer in the beverage industry with more than 28 years of experience and success with some of the world's leading beverage brands. That means that Jeff has been perpetually well-hydrated and knows the drill when it comes to buying, selling, and drinking quality products.

He lives by the concept of karma, believing that good things happen to good people. As president of Karma Culture LLC, Jeff is responsible for brand development throughout the DSD distribution network as well as retailer relationships across all classes of trade for the national rollout of Karma® Wellness Water. This includes building a sales infrastructure to support Karma's launch in markets nationwide.

Most recently, Jeff served as senior vice president of Boylan Bottling Co., a premium beverage manufacturer, and Jolt Energy. Jeff served both companies concurrently, building out each one's national DSD system and sales infrastructure.

Like Karma, Jeff has both substance and style. Prior to joining Boylan Bottling, Jeff was the zone vice president for the Eastern United States and Canada for the Snapple Beverage Group, responsible for more than \$300 million in annual beverage sales. In his seven years at Snapple, he played a critical role on the leadership team that was responsible for Snapple's turnaround by reestablishing brand confidence with retailers and distributors, as well as participating in industry consolidation as the company acquired new brands: Stewarts, Nantucket Nectars, Yoo-Hoo, and Orangina.

"Be positive." That's Jeff's motto. As with Karma, you get what you give and he believes that positive input influences positive results. Jeff's usually grinning and doesn't sweat the small stuff, finding the silver lining in just about anything. And he's an equal opportunity beverageist.

During the early part of his career, he spent 14 years with Pepsi Cola Company in a variety of leadership roles, including key account manager, senior district manager, market development manager, and change implementation manager.

For Jeff, success is about the spirit of competition, finding ways to help transform the beverage industry, and putting his family above all else. He resides in Providence, Rhode Island, with his wife, Nancy, and has two grown children: Chelsea, a sixth grade English teacher, and Jeff, an aspiring beverage guru studying at UMASS. Their dog, "Punch," is a Boxer and best friend who loves a cool drink and to splash in the Narragansett Bay on a weekend boating adventure with dad.

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