



## CATHERINE GOODALL

JP, MBA - Business Development Lead



**PEPSICO**



 **GraceKennedy**

Catherine is the Business Development Lead at Caribshopper. Known for her passion for people, she studied Sociology/ Anthropology and has a Masters degree in Business Administration. She has rounded experience in Entertainment, Sports, Retail, Fast-Moving Consumer Goods, and Non-Profit industries.

She empowers the team at Caribshopper to become their best selves through her leadership and mentorship. She also lends her expertise to support Caribbean MSMEs with needs such as marketing, accounting, strategy, and business development.