



ABOUT NEIL GRIMMER

Neil Grimmer is an entrepreneur with a rich history of disrupting categories by bringing to market innovative products and human-centered brands. Leading with an exceptional blend of intuition and data-driven strategy, he has been an architect and accelerator of impact-driven companies for over two decades. Currently, Neil is the Brand President for SOURCE Global, PBC, a technology company harnessing the unlimited resources of sunlight and air to produce clean drinking water globally.

Prior to his current role, Neil served as the first-ever Brand President for Harley Davidson where he was responsible for all consumer-facing global touchpoints.

For over a decade, Neil solidified his passion for brands with a social purpose when he founded two successful health and wellness companies, Habit and Plum Organics. Both companies share a progressive approach to food innovation and nutrition science with disruptive products that revolutionized their industries.

Habit's unique platform merged technology, personalized nutrition, and science to prove that every individual requires different nutrients for their own optimal wellbeing. Neil successfully

grew and sold Habit in 2019. As Co-Founder and CEO of Plum Organics, a leading organic kids nutrition company and one of the fastest-growing organic food brands in the U.S., Neil launched over 150+ products, including the award-winning spouted pouch, a format that completely revolutionized a dormant and commoditized category. In 2013, Neil oversaw the acquisition of Plum Organics to food industry icon Campbell Soup Company where he became an executive for over five years.

Widely recognized as an industry game-changer and proven business leader, Neil has received prestigious awards including "Entrepreneur of the Year" for Ernst & Young Northern California; "Most Admired CEO" by the *San Francisco Business Times*; *Bloomberg Businessweek's* Top 5 "America's Most Promising Social Entrepreneurs"; and "Brand Innovator of the Year" by *Brand Packaging* magazine.

Neil and his work have been featured in *The New York Times*, *The Wall Street Journal*, *Forbes*, *The Financial Times*, *The San Francisco Chronicle*, and *Fast Company*. He is also a fellow at the Aspen Institute and father of two.