



**ADVANCING THE FOOD INDUSTRY
THROUGH EDUCATION AND LEADERSHIP**

PRESS RELEASE FROM THE WAFC

FEBRUARY 7, 2023

FOR IMMEDIATE RELEASE



WAFC Announces Andrea Dimond as Senior Director Educational Strategy & Development

The Western Association of Food Chains has named Andrea Dimond to a new role of Senior Director of Educational Strategy & Development.

Andrea has spent 20+ years in the Food Industry, leading and volunteering, finding a path, and leaving a trail to make our industry a better place. She began her career with CPC Baking Business (now Bimbo Bakeries, USA), recruited from UCLA into a leadership training program. Two years later, Dreyer's Grand Ice Cream hired her as a Category Manager (a Division of Nestlé) and spent the next 18+ years working for Nestlé in various roles. Andrea dedicated herself to learning and took the tough jobs that challenged her and where she could learn the most. She held positions in Marketing, Finance, Operations, and Sales. She expanded her knowledge in the industry by transitioning to other companies and taking on greater roles; Vice President of Sales role at Ready Pac and then Chief Commercial Officer at Merial, leading sales and marketing teams. Eventually, Andrea returned to her roots, Dreyer's Grand Ice Cream as Head of Sales, Grocery West and went back to school to get a Master's in Food Industry Leadership from USC. Andrea is also a graduate of the USC Food Industry Management (FIM) Program in 2008.

Andrea has spent most of her career leading teams because of her love of developing future leaders and lifting others up. Her passion is education and learning because it gives people opportunities and changes their lives.

Andrea's husband Dave works in the food industry too. They dedicate their time to making the Industry a great place to work by giving back and supporting great organizations, such as the Illuminators, the Network of Executive Women, City of Hope, and many other non-profit groups.

"Adding Andrea to our team will help the WAFC accelerate our mission to advance the food industry through education and leadership. Andrea's knowledge of our industry, her educational background and her deep relationships with both suppliers and retailers will help us as we continue to develop our educational strategy. Andrea is known in our industry as a great leader, outstanding thought processor and dedicated family person. I am very excited to add Andrea to our team and cannot wait to see where we go from here with her leadership." Pat Posey, COO WAFC