

Impossible Foods announced that it has hired top consumer goods industry leader Sherene Jagla as its first Chief Demand Officer

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Jagla's appointment follows a year of record sales for Impossible Foods. The company continues to be the fastest growing plant-based meat brand in U.S. retail stores, where it experienced more than 50%-dollar sales growth in 2022. In the food service sector, its flagship Impossible® Beef product has been the best-selling product by volume of any plant-based meat brand in the U.S.

Named one of the Top Women in Grocery by Progressive Grocer, Jagla joins Impossible with more than 25 years of sales, marketing, and general management experience at Fortune 500 companies across the CPG and food and beverage industries. Most recently, Jagla served as the Senior Vice President and General Manager at Newell Brands, where she was responsible for a \$2 billion business across 50 brands in 18 categories. There, she set the strategic direction for the brand's top customer partnership and created a framework for collaborative growth that combined seven independent operating companies into one scaled organization.

"Our next phase of growth requires tight integration across teams and disciplines, and Sherene knows how to do that and build organizations that scale," said Peter McGuinness, president, and CEO of Impossible Foods. "She's transformed complex organizations into high-performing businesses, and she has a deep understanding of the food and CPG space. We've no doubt her leadership will help transform Impossible into a household name."

"One of the reasons I was drawn to Impossible is the company's focus on leading the category and commitment to creating delicious, nutritious, and sustainable food," Jagla said. "Impossible has created a compelling brand with a strong product portfolio that's primed for growth. I look forward to working closely with Peter and the Impossible team to build on

this foundation.â?•

Jaglaâ??s hire follows several key executive appointments for Impossible Foods in the past three months as it looks to significantly increase consumer awareness and trial in 2023. In November, the company announced its first [Chief Marketing and Creative Officer, Leslie Sims](#)(opens in a new tab), as well as its new [Senior Vice President of International](#).