

Hershey announces appointments of Presidents of Confection and Salty Divisions

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The Hershey Company announced two leadership appointments. Andrew Archambault has been named President, of U.S. Confection, and Veronica Villaseñor has been named President, of Salty Snacks. Both appointments are effective February 3, 2025.

Archambault, who joins Hershey from Keurig Dr Pepper (KDP), and Villaseñor, who is a Hershey veteran of 22 years, will be part of Hershey's Executive Committee and will work closely with the team to continue advancing the company's priorities and play key company-wide leadership roles. Villaseñor succeeds Kristen Riggs, who is leaving Hershey after 20 years to pursue other opportunities.

"Andrew is a proven executive who has transformed complex consumer brand portfolios through his deep commercial expertise and customer-centric approach," said Michele Buck, The Hershey Company President and Chief Executive Officer. "I am very excited to pair this announcement with an internal promotion, welcoming Vero as our new President of Salty Snacks. Vero's extensive experience across the Hershey business will be key to the continued success of our Salty business. I am confident that Andrew and Vero are the right leaders to advance our leading snacking powerhouse vision and deliver on our next phase of growth. I also want to thank Kristen for her many valuable contributions during her long tenure at Hershey, including her leadership in integrating Dot's and Pretzel's, Inc. and setting up the commercial foundation to scale our Salty

Snacks business. I wish her the very best in all her future endeavours."