

Nutrabolt Appoints Andrew Archambault as President and Chief Operating Officer

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Nutrabolt, a leading global active nutrition, beverage, and wellness portfolio company best known for its brands C4 Energy, Bloom, Cellucor, and Xtend, announced the appointment of Andrew Archambault as President and Chief Operating Officer, effective immediately.

In this role, Archambault will oversee Nutrabolt's commercial and operational functions, including sales, supply chain, and international operations, as the company continues to scale across energy beverages and active nutrition.

Archambault brings more than 30 years of consumer-packaged goods leadership experience, most recently serving in executive roles at The Hershey Company and Keurig Dr Pepper, where he was President of the U.S. Beverage Unit. Throughout his career, he has led large-scale commercial and marketing organisations, managed complex multi-billion-dollar P&Ls, and delivered sustained revenue and margin growth across highly competitive consumer businesses.

"Andrew is a transformational leader with deep experience driving growth at scale," said Doss Cunningham, Chairman and Chief Executive Officer of Nutrabolt. "His track record leading complex commercial organisations across some of the most respected companies in the industry, combined with his ability to translate strategy into execution, makes him uniquely suited to help us accelerate our next phase of growth."

Archambault joins Nutrabolt as the company continues to expand leadership in the performance energy category, grow share across energy and modern soda, and invest in emerging brands within active nutrition. His appointment advances the company's ability to execute with greater operational discipline, speed, and commercial focus.

"I'm thrilled to join Nutrabolt, a leader in active nutrition and next-generation beverages," said Archambault. "The company has built an exceptional portfolio and strong team, and I look forward to scaling its impact, strengthening performance, and helping drive its next chapter of growth."