



## Andy Urban SVP Specialty Meats & Emerging Brands

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As Senior Vice President of Perdue Specialty Meats and Emerging Brands, Andy Urban leads all efforts for Perdue Premium Meat Company, Sioux Preme, Pet and Pasturebird® with iconic brands including Niman Ranch® and Coleman Natural®. He is responsible for the company's strategic direction for both retail and foodservice for pork, beef, lamb and pasture poultry, with growth in the humanely raised, natural, no added hormones or antibiotics-ever, crate-free, pasture and grass-fed markets. This includes human-grade pet food and treats for Spot Farms® and Full Moon®.

He oversees operations including production facilities, innovation, research and development, sales and marketing, retail, foodservice, communications, strategy and development.

Urban joined Perdue Farms in 2009 as vice president of sales for the supermarket/deli channels and following that, was responsible for all sales channels including retail, foodservice, club/mass, military, C-Store, specialty, industrial and international.

Most recently, he served as senior vice president of sales and marketing for both prepared and turkey business units.

