



BIOS

KIM JORDAN

CO-FOUNDER, CEO



Kim Jordan, co-founder and CEO of New Belgium Brewing, has cultivated her passion for social work, the environment and community to create one of the most respected craft breweries in America. After earning her master's degree in social work from Colorado State University, Kim worked as an advocate for women's issues and family health at Project Self Sufficiency. Her lifelong commitment to developing healthy communities has informed New Belgium's culture through progressive policies like employee-ownership, open book management and philanthropic giving. Kim is a Director on the Boards of 1% For The Planet and the Brewer's Association. She is Ex Officio Board Member for the Beer Institute.

Through her commitment to environmental stewardship, Kim is a member of Colorado Governor John Hickenlooper's Renewable Energy Authority Board. She negotiated New Belgium's transition to wind powered electricity through an employee vote and has overseen the implementation of Colorado's largest private solar array at the Fort Collins facility.

In her twenty years as an entrepreneur, Kim has spoken to thousands of people in the business, nonprofit and academic worlds about how to create a vibrant and rewarding work culture that enhances the bottom line. She famously called for craft brewers to double their share of U.S. beers sales to 10% in her keynote address at the craft brewer's conference in 2003.

Awards include: 2009 Trailblazer Award – Entrepreneur Magazine, Entrepreneur of the Year - Colorado Biz Magazine, Wirth Chair Award – CU, Denver, Governor's Excellence in Renewable Energy Award, Green Power Business Leadership Award– Environmental Protection Agency, Mid-sized brewer of the Year – Great American Beer Festival.

As CEO and President of New Belgium Brewing, Kim is active in day-to-day Sales, Branding and Organizational Development aspects of the business. Much of her time is spent on mid-range and long-term strategic development.

CHRISTINE PERICH

CHIEF FINANCIAL OFFICER/CHIEF OPERATING OFFICER



Christine Perich serves in a dual role as New Belgium's Chief Operating Officer and Chief Financial Officer. She has served in numerous areas and held multiple responsibilities since her start at NBB in 2000. Currently, Perich is responsible for driving successful initiatives and business strategy in Operations, Supply Chain Management, Risk Analysis, IT and Finance. She has been a key factor of the company's 419 percent growth since her start and is dedicated to keeping NBB's integrity while growing the brand nationally.

Professionally she has more than 20 years of experience in public accounting at a CPA firm in Denver and as an auditor in both the public and private sectors. Her experience also includes international and domestic vendor auditing, cash management and financial projections and analysis.

Perich serves on the New Belgium Board of Directors and is an active member of the Global Leadership Council at Colorado State University School of Business. She received a Bachelor of Science in Business Administration with a concentration in Accounting from Colorado State University and is a state certified CPA.

JENNIFER VERVIER

DIRECTOR OF SUSTAINABILITY AND STRATEGIC DEVELOPMENT



Jenn Vervier started on the bottling line at New Belgium in 1993. She became NBB's first Chief Financial Officer and later became the Chief Operating Officer. Her responsibilities include the sustainability management system, corporate responsibility reporting, greenhouse gas accounting, natural resource management, legislative advocacy, philanthropy, public/private renewable energy partnerships, strategic planning, and property development. Jenn creates opportunities to expand New Belgium's business role model practices. She's active on the Boards of

the Colorado Conservation Voters, Colorado State University's Center for the Advancement of Sustainable Enterprise and the Steering Committee for the American Sustainable Business Council. Jenn received a Bachelor of Arts in Humanities from Washington College in Maryland. She also holds an MBA in Finance from Regis University and completed the course work for a Masters in Applied Ethics from Colorado State University.





JOSH HOLSTROM

DIRECTOR OF STRATEGIC MARKETING & BRANDING

Josh Holstrom joined New Belgium in October 2011. Before joining New Belgium, Holmstrom served as Associate Director of Marketing at WhiteWave Foods, Inc. on high profile consumer goods such as Silk and Horizon Organic. He has led branding campaigns in TV, print, digital, and social media as well as in-store events and promotions. Prior to WhiteWave, Holmstrom worked at PepsiCo, Inc. in a variety of consumer marketing and new product innovation positions across Gatorade, Tropicana and Quaker Foods. Holmstrom received a master's degree in business administration from the Kellogg School of Management.



NATE TURNER

SUPPLY CHAIN DIRECTOR

Nate Turner has been with New Belgium since October 1993. He has 15 years of experience in the craft brewing industry. At the brewery he is one of two employees who have worked their way up from entry-level positions to the boardroom. In his time at New Belgium he has been the Warehouse Manager, Logistics Manager and currently the Supply Chain Director. The Supply Chain team is responsible for purchasing, production scheduling, inventory management, order management, market analysis and sales forecasting. Nate also facilitates NBB's monthly Sales and Operations Planning process. He has a B.S from Colorado State University and postgraduate work in forecasting, inventory management and supply chain management.

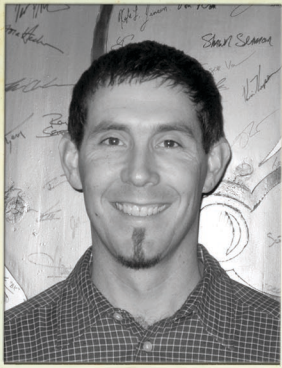


JOE MENETRE

NATIONAL SALES DIRECTOR

Joe Menetre has been with New Belgium since December of 1998, initially starting in sales managing the Brewery Direct Services Distributor in Fort Collins and handling purchasing for marketing. Before coming to NBB he worked in the printing business and ran a small business in St Louis, where he grew up. Since starting with the brewery in 1998 he has held numerous positions in sales and marketing. He was one of the brewery's first regional sales directors and took over as national sales director for all of New Belgium's territories at the beginning of 2008. When not traveling or hanging around the brewery he can be found hanging with his family or riding his bike. He has a B.A. in Marketing from Colorado State University.





JAY RICHARDSON

DIRECTOR OF PRODUCTION & IT

As Director of Production & IT for New Belgium Brewing, Jay Richardson is responsible for all aspects of beer production and the overall leveraging of information technologies to enable and support New Belgium's business objectives. Jay serves as co-chair of the Brewing Industry Electronic Commerce Coalition and as an advisory council member for the Computer Information Systems department in Colorado State University's College of Business. Jay joined New Belgium in 2003 from

Hewlett-Packard, where he was part of the mergers, acquisitions, and divestitures group within Corporate IT. Jay joined Hewlett-Packard in 2001 from Mrs. Smith's Bakeries, where he served as VP of Information Systems. Prior to his six years at Mrs. Smith's, Jay worked three years with Andersen Consulting and enjoyed a one-year internship during college with Intergraph Corporation. Jay graduated Mississippi State University with an Honors bachelor degree in electrical engineering and a minor in mathematics.

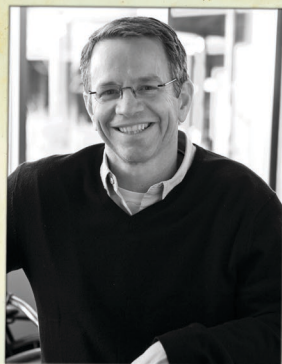


PAUL PETTINGER

QUALITY DIRECTOR

Paul Pettinger joined New Belgium in November 2004. Paul leads the quality department, which is composed of some of the best and brightest scientists in the brewing industry who are passionate about delivering the highest quality, world-class beers for our customers. Paul draws from world-class quality and business management practices to develop fresh approaches for business excellence that complement the NBB culture. Prior to joining NBB, Paul worked for more than

20 years in engineering and management positions with high tech electronics companies, served as a Senior Examiner for the Malcolm Baldrige National Quality Award, and co-founded the Colorado Performance Excellence state award. He holds a Bachelor of Science degree in Chemical Engineering from Iowa State University, is a Certified Quality Manager, and has completed Six Sigma Master Black Belt training. Paul currently serves on the Board of Directors of the American Society of Brewing Chemists.



JIM SPENCER

TECHNICAL DIRECTOR

Jim joined the New Belgium team in October 2005. Since that time, he and his team of engineers have directed projects that have doubled the capacity of the brewery as well as installed some remarkable energy efficiency and brewing innovations. Jim has more than 25 years of experience in engineering and project management in the beverage & brewing industry. He is a native of Colorado, raised on a small farm in Pueblo, Colorado. His career began with Coors Brewing Company in 1986 as a Project Manager and Process Engineer. He also worked as the Plant Engineering

Manager for the Stroh Brewing Company in Tampa, Florida. Jim received his B.Sc. degree from the Colorado School of Mines in Chemical Engineering and a Master of Business Administration from the University of Colorado. Jim is a contributing author to the latest edition of the MBAA Practical Brewer.



JENNY BRIGGS

HUMAN RESOURCES DIRECTOR

As HR Director, Jenny Briggs leads a team of amazing people whose work focuses on all things co-workers and culture including training, leadership development, communication, payroll, benefits, recruiting, staffing, perks, events and of course – fun! Jenny joined the New Belgium team in May 2004 and has 15 years of human resource experience in the industries of construction and communications for both private and publicly held companies. A mentor once taught her to never let a rule get in the way of making a good decision and she strives to make this a guiding principal. She brings a non-traditional viewpoint of relying primarily on values and communication with a very limited policy framework. She is actively involved in the ESOP community and enjoys the rewards of working in an open book, open communication company. She holds a B.S. in Community Health Education. Certifications include GPHR, SPHR, certified health educator, employment law, compensation management, performance theory and organizational development.



BRYAN SIMPSON

MEDIA RELATIONS DIRECTOR

Bryan Simpson joined New Belgium in 1997. He is a graduate of Colorado State University's journalism department and an AP-award winning television journalist. After seven years working as a reporter and photographer in Abilene, TX, Austin, TX, and Portland, OR, Simpson found himself throwing cases at New Belgium Brewing for fun. The culture clicked and Simpson developed the Media Relations program at New Belgium. He has worked telling New Belgium's story to film crews from NBC Nightly News, NBC's Today Show, the Wall Street Journal, NY Times and myriad beer bloggers.

