



**LANCE SMITH, SENIOR VICE PRESIDENT SALES & INDUSTRY AFFAIRS, PIM BRANDS, INC.**

Lance joined PIM Brands, Inc in 2019, where he leads teams across multiple business units to include Sales, Industry Affairs, Trade Relations, Customer Strategy, Trade Marketing, Insights & Analytics and Sales Operations. Lance is responsible for leading Sales teams across the United States, teammates at PIM's corporate headquarters in New Jersey, as well as PIM's national broker network. In addition to these responsibilities, Lance works closely with a variety of trade associations with which PIM Brands is connected including the National Confectioners Association, National Automatic Merchandising Association, National Association of Convenience Stores, National Association of Concessionaires, National Association of Chain Drug Stores, and many others through multiple boards and committees in which he serves. Lance is currently the Chairman of the National Confectioners Association State of The Industry Conference.

Prior to joining PIM, Lance held the position of Director of Sales at McLane Company, a Berkshire Hathaway, Texas based supply chain services company that distributes products to retail locations, including convenience stores, drug stores, mass merchants, warehouse clubs, among others. Throughout his nearly fifteen-year career with McLane, Lance had multiple responsibilities with McLane's Sales department spanning all trade classes, as well as multiple roles of increased responsibility with McLane's Merchandising and Procurement department in a variety of product categories.

Lance attended Texas A&M University where he earned a Bachelor of Science Degree as well as a Master of Business Administration Degree. During his career, Lance has also continued to further his education with multiple executive education programs to include Cornell University and Saint Joseph's University. Lance and his wife Katie and daughters Audrey and Emily reside in Texas. PIM's subsidiaries and affiliates include PIM Brands LLC, PIM Brands Canada, PIM Brands Mexico, Grupo de Alimentación PIM Brands Iberica, SL, PIM Brands UK, Ltd, PIM Brands Hindustani Private Limited, PIM Brands Global, PIM Consumer Health LLC, Pharma In Motion LLC and Farmer's Choice Food Brands.

For additional information, please visit [www.pimbrands.com](http://www.pimbrands.com)