

Madeline Crandall

Director of Sales, Convenience Channel



Madeline is the Director of Sales, Convenience Channel, responsible for the Eastern Half of the US for PIM Brands.

She is responsible for managing national Convenience store retailers and wholesalers to establish PIM Brands as a first-choice partner for fruit snacks, as well as leading player for confectionery brands. Direct responsibilities include: annual planning, promotional planning, and assortment recommendations. Madeline is also responsible for managing a team of broker partners within her geographic responsibility.

Prior to joining PIM Brands in February 2022, Madeline was the Category Manager for Snacks (2015-2021) and Category Manager for Snacks and Candy (2021-2022) at RaceTrac Petroleum. She was directly responsible for sales and profitability of the Category, as well as maintaining and growing Manufacturer relationships and managing a team of two.

Madeline is very passionate about the Consumer Packaged Goods Industry, having started her career with Kraft Foods and working within the industry for the past 13 years. The Convenience Channel has provided her with the opportunity to expand her career and industry knowledge, as well as network with the many amazing colleagues within the industry.

Madeline is a graduate of The University of Alabama, earning her Bachelor of Science in Commerce & Business Administration, with a Major in Marketing and Minor in Advertising. She currently resides in Atlanta, GA with her husband of 11 years, Ryan, and their two children Quinn and Camille.

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