

# ANNOUNCEMENT



**To: Customers, Clients and Business Associates**

**Date: February 13, 2017**

**Subject: Announcement: Sr. Leadership Assignments, CSO and CFO.**

As our business changes and grows, KeyImpact continues to invest in additional resources and expertise to innovate, create efficiencies and manage our business in new ways. Our strategies that guide our investments are an important point of difference for KeyImpact, and the reason we continue to maintain a leadership role in an ever-changing marketplace. With continued focus on our strategic initiatives, we are proud to announce the addition of a Sr. Leadership role focused on our facilities and sales support services.

Kathy Mooy will take on a newly created role working on our Operations Excellence strategic initiative, as Chief Support Services Officer (CSO). Kathy will be responsible for providing our employees, clients, and customers with facilities and services that enhance the sales and marketing processes across our footprint. In this role Kathy will report to Carl Benkovich, COO.

Kathy has been a tremendous asset as we have grown and acquired 44 companies. She was a key player in facilitating two private equity transactions and is a major contributor to our success thus far. In her new role, Kathy will continue to work with me on Merger and Acquisition activity. Kathy will transition her day-to-day financial responsibilities to a new addition to our team, Colin Quinn.

Effective Feb 13<sup>th</sup>, 2017, Colin Quinn will join KeyImpact as Chief Financial Officer overseeing the entire finance team. Colin brings many years of experience in financial leadership outside of and within the foodservice industry.

Colin began his career at Deloitte & Touche in the audit group. He then served in various operational and financial leadership roles at McMaster-Carr Supply and True Value Hardware. Colin subsequently worked as Vice President of Finance for US Foods, and most recently, he served as Vice President of Finance at Little Lady Foods, a leading North American manufacturer of specialty frozen pizzas for some of the world's largest retail, foodservice, and branded CPG companies.

Colin earned his undergraduate degree in Accounting from the University of Notre Dame; has his CPA, and earned his MBA from the Kellogg School of Management at Northwestern University. Colin will report directly to me.

Please join me in congratulating both Kathy and Colin on their new roles.

Dan Cassidy, CEO