



Michael Mendes

Principal @ WBM Holdings, LLC | Business Development

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EXPERIENCE

WBM Holdings, LLC, San Francisco Bay Area - Remote

September 2014 - Present

Principal Owner

National Raisin Company

January 2012 - January 2023

Board of Directors

- Privately held business specializing in natural, organic and private label retail and food service products.

Just Desserts, San Francisco Bay Area

March 2014 - January 2022

Chief Executive Officer, Managing Partner

- Just Desserts is a leader in the premium, all natural, organic and vegan desserts category. Just Desserts markets their premium quality cakes, cupcakes, brownies and other desserts in the U.S. and Canada.

Grocery Outlet

January 2009 - December 2013

Board of Directors

Hormel Foods

January 2010 - December 2012

Board of Directors

- Served as a member of the Compensation Committee and the Audit Committee

Diamond Foods, Inc., San Francisco Bay Area

22 years

Chairman, President & CEO

January 1997 - December 2012

- Served as Chairman, President and CEO from 2010-2012; President and CEO from 1997-2010
- Served as President and CEO of Diamond Foods, Inc., a publicly traded, NASDAQ-listed food company marketing branded food products under the Diamond, Emerald, Kettle and Pop Secret trademarks. After taking the company public in 2005, acquired Pop Secret (from General Mills), and then acquired Kettle Chips in the US and UK. Through acquisition and double digit organic growth, Diamond annual net sales grew to over \$1 billion.
- Led the company through a period of significant organic growth and strategic acquisitions including Pop Secret and Kettle Brand Potato Chips (US and UK) which resulted in a 5 fold period of growth. Developed highly effective marketing campaigns using print, radio and TV, and distinct event tie-ins with NCAA, MLB, NFL, NY & LA Marathons. Developed a series of TV campaigns and successful Super Bowl commercials that helped fuel rapid growth of the snack portfolio. The Super Bowl campaign is ranked as one of the top 40 Super Bowl commercials of all-time.

Vice President International Marketing and Sales

January 1994 - December 1997

Director of International (various)

January 1991 - December 1994

- Served in various positions, including Manager of International and consulting role

The Wine Group

January 2005 - December 2010

Advisory Board

- The Wine Group, Inc. (TWG), a privately owned company, is the third largest wine company in the United States.

Dole Food Company

January 1989 - December 1991

Manager, International Marketing and Sales

EDUCATION

UCLA Anderson School of Management

January 1987 - December 1989

Master of Business Administration (MBA)

California Polytechnic State University-San Luis Obispo

January 1983 - December 1986

Bachelor of Science (B.S.)

- Activities & Societies: University Student Body President 1985-86

RECOMMENDATIONS

Edward Manier

- Driven leader and brilliant mind. Michael has great foresight, which compliments his ability to drive production and sales. Michael's both purposeful and strategic approach makes the man a pleasure to learn from and work with.

Guillermo G. Ochoa

- Mr. Mendes is a creative and very knowledgeable leader of the food industry. I have no doubt that his talents as a CEO can be used at any successful manufacturer.

LANGUAGES

English, Portuguese

CERTIFICATIONS

Internal Auditor for SQF Edition 8.1

July 2020 - Present

Registrar Corp

Credential ID: 307615-6516

[Show Credential](#)

Preventive Control Qualified Individual (PCQI)

September 2018 - Present

AIB International, Inc

[Show Credential](#)

PUBLICATIONS

How to Create Alignment Between the Board and Management

November 2021

Directors and Boards

- Creating alignment between managements strategic plan and the vision of the board of directors is critical to enable the success of a high-performance organization. Developing a streamlined and efficient process that yields a succinct strategy is the byproduct of truly exceptional planning. When aligned with the board, management has clarity on what economic outcomes the company is striving to achieve, when these objectives are to be met and how the organization achieves these objectives.
- The maxim often attributed to Mark Twain, "I didn't have time to write a short letter, so I wrote a long one instead" underscores the challenge of brevity. Distilling a planning process to yield a concise document can be difficult, but it forces an organization to make choices about what is important and how to deploy resources. While most organizations' strategic planning uses a strictly top-down approach, I have observed that a hybrid planning rubric which incorporates a bottom-up approach enables deeper ownership from the management team. While I am a strong advocate for a streamline planning process, the time dedicated to enabling the contribution of the management team to the foundational development of the plan is critical.

The Long and the Short of it: How Gamestop was Gamed by Short Sellers

May 2021

Gowan

HONORS

Best New Product Award

January 2020

Progressive Grocer

Bay Area's Most Admired CEO

January 2010

VOLUNTEERING

Envision Education

June 2014 - June 2017

Education

Board of Directors; Finance Working Group

- Envision Education runs high-performing urban public schools in the San Francisco Bay Area. The Envision Schools integrate a challenging curriculum that requires all students to complete the A-G Common Core coursework, ensuring that they are eligible and prepared to attend a four-year university.
- As a board member and serving on the Finance Working Group, one of my key focuses was to advise on improving the financial health of the organization, to enable the long term viability and to more effectively serve students and the community. After joining the board, Envision became net asset positive, opened a new middle school, and continues to enhance the capabilities of the organization.

San Francisco City Ballet Foundation

June 2012 - June 2016

Children

Board of Directors

- City Ballet Foundation supports the development of young artist by sponsoring City Ballet School's community performances and participation in exhibitions and festivals. By underwriting new choreography, costumes and theater sets, the Foundation helps ensure that all participating dancers get the performance experience that is vital to their artistic development.