



James R. Deuschle
Executive Vice President / Chief Financial Officer
Rich Products Corporation



As executive vice president and chief financial officer for Rich Products Corporation, Jim Deuschle is responsible for all aspects of financial leadership, including financial planning and reporting, as well as the Information Systems group for the company. He is one of five members of Rich's Executive Leadership Team reporting to the CEO, which guides the company's business strategy. He is also responsible for leading Rich's Enterprise Risk Management Team and the oversight of the company's strategic planning process.

Before joining Rich's, Jim started his career in the Buffalo office of Ernst & Young. He was a senior manager responsible for planning and executing audits and reporting for a wide range of clients in various industries with a focus on manufacturing and service companies. He also was the director of recruiting at Ernst & Young, which included working with local colleges and universities to identify, select, and retain professional personnel.

Jim joined Rich's in 1994 as the director of Internal Audit. He led company efforts in the international assessment of risk areas by developing a risk model to identify and prioritize auditable areas. He also worked with external auditors on completion of annual audit procedures to maximize value of external audit.

In 1995, Jim was named corporate controller at Rich's. He led a team in development of data warehousing capabilities to facilitate financial forecasting and analysis for product and customer profitability. He also completed significant private placement debt offering to meet long-term growth funding requirements and provided financial analysis for acquisitions and internal investments in excess of \$100 million. After four years, Jim was named VP of Corporate Planning and Business Development where he had responsibilities for long-term financial planning, strategic business planning and acquisition integration.

Jim is involved with many organizations in the Western New York community. He is seated on the Board of Trustees for the Leukemia and Lymphoma Society of Western New York and is a member of the Canisius College Council of Accountancy. He is also an active member in the American Institute of Certified Public Accountants and the New York State Society of Certified Public Accountants.

Jim received a Bachelor of Science degree in Accounting from Canisius College, and an Executive MBA from the University at Buffalo, both located in Buffalo, N.Y. He is a Certified Public Accountant in the State of New York.

Rich Products Corporation

Rich Products Corporation is the founder of the non-dairy segment of the frozen food industry and a leading supplier and solutions provider to the foodservice, in-store bakery, retail and industrial marketplaces. Rich's posts annual sales exceeding \$2.9 billion, employs more than 7,500 people worldwide, and sells a variety of products to 100 countries. For more than "65 Delicious Years" Rich's has been defined by innovative breakthroughs and an unparalleled commitment to treating its customers, associates, and communities the same way: Like Family. For more information, visit www.rich.com.