



Richard M. Ferranti
Group President, North America Business Group
Rich Products Corporation



As president of Rich Products Corporation's North America Business Group, Richard Ferranti is responsible for driving growth in Rich's Food Service, In-Store Bakery, Consumer Brands, Industrial Ingredients, and Canadian Divisions. He is one of five members of Rich's Executive Leadership Team, reporting to the CEO, which guides the company's business strategy. He also oversees Rich's Supply Chain/Operations and Research & Development activities and leads the strategic planning and business development activities for the company's North American business.

Prior to this position, Richard spent 10 years as president of Rich's International Group, where he was responsible for all of Rich's International initiatives, including exports, foreign subsidiaries, and joint ventures. Through his leadership, Rich's International sales and global presence grew significantly. Today, Rich's operates businesses on six continents and in 100 countries.

Having been a Rich's associate for more than 20 years, Richard has held various positions throughout the organization and has considerable experience in managing organizational expansion, negotiations, and employee leadership and development.

Richard is involved with several industry and community organizations including the International Foodservice Manufacturers Association (IFMA), where he is on the Board, and the World Trade Center Buffalo Niagara, an international business development organization that strengthens the competitive international position of companies in upstate New York and Niagara, Ontario. Richard is also a member of the Leadership Society for the United Way of Buffalo and Erie County and on the Board for the Make-A-Wish Foundation of Western New York.

In addition to his community involvement, Richard is frequently a guest lecturer on international business and world affairs topics at the State University of New York at Buffalo, where he is a member of the UB Advisory Board.

Richard earned a Bachelor of Arts in Political Science from Canisius College and a Masters in Business Administration from the State University of New York at Buffalo, both located in Buffalo, New York. He is a graduate of the Harvard Business School Executive Management Program, designed to bring together political and business leaders from around the world.

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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.