



William G. Gisel, Jr.
President and Chief Executive Officer
Rich Products Corporation



As president and chief executive officer of Rich Products Corporation, and head of Rich's Executive Leadership Team, Bill Gisel is responsible for directing the company's overall strategic direction, as well as Rich's various domestic and international business units. He is also a member of the company's Board of Directors.

Bill started his career at Bankers Trust Company in 1974. Then, after completing law school in 1978, he joined Phillips and Lytle as an Associate in the firm's litigation department. Bill joined Rich's in 1982, serving as the company's first General Counsel. During the 80's, he worked closely with Bob Rich, Jr. on the original entry and later expansion of the company's involvement in minor league baseball. And, as vice president of Bison Baseball, Inc., Bill was a primary driver of efforts to fund and construct Buffalo's downtown baseball park, now known as Coca-Cola Field.

In 1988, Bob Rich, Jr. charged Bill with the task of extending Rich's business into foreign markets and was named vice president of the newly formed International Division. For the next eight years, he led the company's expansion into Asia, Africa, Europe and Latin America, and was elevated to the post of executive vice president of International and Strategic Planning in 1993. Today, Rich's operates businesses on six continents and in 100 countries.

In 1996, Bill assumed the position of president of Rich's Food Group and chief operating officer. During this period, through organic growth, acquisitions and ongoing international expansion, Rich's more than doubled its size and annual revenues. In 2006, Bob Rich, Jr. became chairman of the company and appointed Bill to the post of president and chief executive officer.

Bill is the recipient of numerous awards and honors including the Nichols Centennial Medal (2010), the Canisius College Business Executive of the Year Award (2006), the Thomas Hart Kendig Award for Export Achievement (1995), Rich Products "President's Award" (1994), "40 Under 40 Award" (1992), and the Nichols School Distinguished Alumnus Award (1990).

He also has been active in the food industry as a board member of the Grocery Manufacturers of America and the Women's Foodservice Forum (WFF), where he served as Treasurer from 2003 – 2005. The WFF, an organization devoted to the promotion of opportunities for women executives, honored Bill with its President's Award in 2005. The Rich Product's Women's Supporting Women organization also bestowed on him its Pioneer Award.

In 2001, Bill and fellow Buffalonian, Ted Walsh, participated in a cross-Alaska Cycling trek to benefit AIDS Vaccine research. In 2005, Bill published a book on the experience titled, "*The Ride: Cycling For Life*," which benefits Roswell Park Cancer Institute.

Over the past three decades, Bill has served on more than twenty different charitable, educational, civic and corporate boards. He is currently a member of the Confucius Institute Board of Directors for the State University of New York at Buffalo, and a member of the boards of Mod Pac Corporation, HSBC-Western Region and WNED. He is also a trustee of the Bell Fund and the Josephine Goodyear Foundation, and the former President of the Board of Trustees of Nichols School.

Bill is a 1970 graduate of the Nichols School in Buffalo, New York. He earned a Bachelor of Arts degree from Williams College, in Massachusetts in 1974 and a Juris Doctorate from the Emory University School of Law in Atlanta, Georgia in 1978. In 1987, he received an MBA from the University of Rochester William E. Simon Graduate School of Business Administration in Rochester, New York.

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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.