



As Senior Marketing Manager, Kimberly Nieves wears many hats – she is responsible for developing strategic solutions to support the sales team as well as a range of targeted initiatives, including identifying business insights, product promotion and more. As a passionate vegan, Kimberly knew she wanted to work for Bolthouse Farms after listening to an interview with our CEO Jeff Dunn about repositioning the business around the plant-based movement. She was ready for a fresh start, and serendipitously, a recruiter she's known for years reached out with an opportunity at Bolthouse—the timing couldn't have been any better.

"I have lived a plant-based diet for much of my life, so the idea of working for an organization that aligned with a lifestyle that I believe in was exciting. Fortunately, things worked out and I was able to join the Bolthouse family," said Kimberly.

Shortly after Kimberly was hired, Coronavirus cases began to uptick and suddenly a statewide stay-at-home order was enacted in California, which meant Kimberly had to get acquainted with her new team via Zoom. Even under stressful circumstances, Kimberly instantly made connections with her new colleagues, who she says are now one of the best parts of her job. Kimberly reflected on the first few months of her time at Bolthouse, which was at the height of the global pandemic and nationwide civil unrest resulting from the murder of George Floyd. Kimberly was new to Los Angeles, and the demonstrations were

taking place right outside her home. When Bolthouse leadership learned of her situation, they quickly moved her and her new puppy to a hotel so they could stay out of harm's way. Around that time, Kimberly listened to a town hall hosted by Bolthouse senior leadership.

"I was struggling on a deep emotional level at that time and there had been riots literally right outside my door. I'll never forget the words spoken by every member of the senior leadership team during that town hall, specifically those of Jeff Dunn. Jeff said everything that I needed to hear and with exactly the right tone. It made me feel like he understood and could empathize with what I was going through. At that moment, I knew I was working for the right company with really good people who cared about their employees. It wasn't just about the work," said Kimberly.

Now that several months have passed, Kimberly is finding her stride and excelling in her role. "I love that my job is cross-functional in nature. Every day is different based on what I'm working on at that moment," said Kimberly. "I recently had the pleasure of working with the Marketing Communications team on an exciting social campaign. As a marketer, I love the creative side of things, so any opportunity I have to work with our internal creative team or agency partners, I jump all over it."

A true people person, Kimberly can talk with everybody and find common ground to

connect. A quote that inspires her every day is by Maya Angelou. "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." That is the approach Kimberly takes in life. Whether it's professionally or personally, she tries to keep it in mind when she interacts with her coworkers or the cashier at the grocery store. "You never know when someone needs to be lifted up," Kimberly said.

Someone in Kimberly's life who she admires and looks up to is her grandfather, John. "Especially during Black History Month, I think about all the sacrifices my grandfather made for our family." She describes him as a man of incredible pride, strength and deep faith, characteristics that Kimberly aims to embody every day. "He taught me what it means to work hard, never give up and show kindness," said Kimberly.

When asked what our vision of Plants Powering People™ means to Kimberly, she said, "Plant-based foods are the best fuel for the body. If you want to take care of your body, if you want to feel good and live a long life, there's no better way to do it than to incorporate as many fruits and vegetables into your daily routine as possible. So that really is the definition, in my view, of what it means for plants to power people because they do. They are the best fuel you can have. You only have one body, so you've got to take care of it!"

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