



## *Jodi Leigh Berg*

As the president of Vita-Mix Corporation since 2009, fourth-generation family member Jodi L. Berg is tasked with taking the world leader in high-performance blending equipment, for home and commercial use, to a whole new level.

Berg has directed both the Household and Commercial Divisions after joining the company in 1997 to establish their International Division. The company that once only dabbled in international sales is now a recognized leader in global business strategy and leadership, recipient of the 2010 President's Export Award and enjoying distribution in more than 80 countries.

Prior to Vita-Mix, Berg held management positions within the world-renowned hospitality companies of The Ritz-Carlton Hotel Company and Marriott Corporation. As a certified quality auditor and director of quality and training for The Ritz-Carlton Hotel Company, Berg traveled the globe to train companies and government officials on the leadership practices from this leading hotel chain and of the Malcolm Baldrige National Quality Award.

Vita-Mix maintains its leadership position by delivering innovative blending solutions, while holding strong to the passion, integrity and family values on which the company was founded. Berg's experience in sales, marketing, quality and customer service, coupled with a passion for blending and a commitment to a family legacy, have been a great combination for upholding and enhancing Vita-Mix's industry-leading position.

She is a member of the YPO (Young Presidents Organization), Nafem (North American Association of Equipment Manufacturers), WFF (Women's Foodservice Forum), and Nodec (North Ohio District Export Council); and she was listed as one of the "150 Names to Know" in Northeast Ohio by Crain's Cleveland Business in 2010. Her favorite ways to give back is to help develop emerging leaders through motivational presentations and coaching.

She received her bachelor's degree from Bowling Green University and her master's degree from Washington State University.

### **About Vita-Mix**

Vita-Mix Corporation is the world leader in high-performance blending equipment for home and commercial use. Recognized for product and marketing innovation, the privately owned company has specialized in versatile and durable kitchen equipment since 1921. Today, Vita-Mix blending equipment can be found in the finest cooking schools, hotels, restaurants and homes around the world, confirming its reputation as the industry's most praised provider of innovative blending solutions. Since developing the first true commercial blender in the early 1990s, Vita-Mix has continued to deliver industry-leading home and commercial products – demonstrated by the company's array of product innovation and performance awards. Headquartered in Cleveland, Ohio, Vita-Mix has distribution in more than 80 countries. For more information, visit [www.vitamix.com](http://www.vitamix.com).