



Keith Neumann
Senior Vice President of Marketing
Clif Bar & Company



Keith Neumann is senior vice president of brand marketing for [Clif Bar & Company](#), a leading maker of nutritious and organic foods and drinks for people on-the-go. Guided by Five Aspirations – *Sustaining our Business, our Brands, our People, our Community and the Planet* – Keith directs the company’s marketing teams and provides them with insight to keep CLIF brands relevant and unique amid an ever-changing category.

A foodie and avid runner, Keith is known for being both a strong business team leader and an accomplished brand strategist. He is responsible for driving growth across the Clif Bar & Company brand portfolio. During his time at Clif Bar, Keith has overseen several new product launches including CLIF Organic Trail Mix and the newest addition to the CLIF Athlete Series: CLIF Organic Energy Food. His proudest accomplishment to-date is expanding the Clif Bar & Company partnership with IRONMAN, becoming its Official Sports Nutrition Sponsor.

Keith joined Clif Bar & Company in 2014. Prior to Clif Bar, he worked as the director of marketing for Quaker Oats/PepsiCo Inc., and as a marketing vice president for Beam Spirits and Wine and Applegate Farms, a natural and organic food company. Keith later worked agency-side at GFK Strategic Innovation and Egg Strategy where he helped clients with their brand strategy and innovation challenges. This unique experience, combining both agency and client-side roles, has given him broad insight invaluable to Clif Bar & Company.

Keith holds a bachelor’s degree in economics from Northwestern University and an MBA from the University of Michigan’s Ross School of Business.

Keith lives in San Francisco and is an avid golfer. When he is not out on the greens, you can find him exploring unique foods, wine and music.