



## **Gary Erickson Owner, Founder & Co-CEO Clif Bar & Company**

Gary Erickson, along with his wife, Kit Crawford, is owner and co-CEO of [Clif Bar & Company](#), a leading maker of nutritious and organic foods and drinks for sport and healthy snacking. Though resistant to labels, Erickson is nationally recognized as a visionary entrepreneur who believes there is more to business than the bottom line. With the founding of Clif Bar & Company, he created his dream job. A baker by trade, a competitive athlete and foodie at heart, Clif combined Gary's love of the outdoors, cycling and great food with his passion for business and social responsibility.



As the leaders of a family and employee-owned company, Erickson and Crawford developed an innovative business model that integrates social and environmental responsibility into every area of the business. Guided by five bottom lines – *Sustaining our People, our Business, our Brands, our Community and the Planet* – Clif Bar & Company has not only achieved success in business with double digit compounded annual growth for the past 10 years, it has also garnered national acclaim for its commitment to the environment, for nurturing employees, and for supporting important causes such as the fight against breast cancer. Erickson shares this unique approach to business in his book, [RAISING THE BAR: Integrity and Passion in Life and Business: The Story of Clif Bar Inc.](#) (Jossey-Bass, 2004).

Erickson started the Company as a small bakery, Kali's Sweets & Savories. In 1992, the bakery introduced the first CLIF® BAR energy bars to the public. A nutritionally-dense, great tasting food, CLIF BAR offered the right combination of carbohydrates, protein and fiber to deliver sustained energy. The name CLIF BAR pays tribute to Erickson's father, Clifford, who introduced him to wilderness adventures and encouraged him to follow his passions in life. The company was named Clif Bar Inc. in 1997 and then renamed Clif Bar & Company in 2005.

Erickson continues to find inspiration in food and the outdoors. After purchasing 80 acres of farmland in Napa, he and Crawford began work on a new venture, the [Clif Family Winery & Farm](#). Founded in 2004, the winery now releases approximately 10,000 cases each year with distribution in select U.S. markets.

Prior to establishing Kali's and Clif Bar & Company, Erickson spent a decade overseeing the design and production of bicycle saddles. His designs earned him high praise and inclusion in an exhibit at the New York Museum of Modern Art. He holds a business degree from California Polytechnic State University, San Luis Obispo.

An experienced outdoor adventurer, he is an accomplished rock climber, cyclist, mountain biker, skier and backpacker. He has cycled through the French and Italian Alps, trekked in the Himalayas and competed in 24-hour mountain bike events. Erickson, Crawford and their three children reside in Napa County. The couple shares a passion for adventure, travel and fine food and wine.

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## **Kit Crawford Owner & Co-CEO Clif Bar & Company**



Kit Crawford, along with her husband Gary Erickson, is owner and co-CEO of [Clif Bar & Company](#), a leading maker of nutritious and organic foods and drinks for sport and healthy snacking. At Clif Bar & Company, she oversees the Company's brand development, human resources, and community outreach. She is also president of the [Clif Bar Family Foundation](#) and serves as a strategic advisor to [LUNAFEST](#)<sup>®</sup>, a national traveling film festival of short films by ... for ... about women that raises money for the Breast Cancer Fund. Recognized for her commitment to sustainability and community development, she was honored in 2008 by the *East Bay Business Times* as one of the East Bay's "Women of Distinction".

As leaders of a family and employee-owned company, Crawford and Erickson developed an innovative business model that integrates social and environmental responsibility into every area of the business. Guided by five bottom lines – *Sustaining our People, our Business, our Brands, our Community and the Planet* – Clif has not only achieved success in business with double digit compounded annual growth for the past 10 years, it has also garnered national acclaim for its commitment to the environment, support for important causes, and nurturing its employees.

Crawford was the first sales manager for Kali's Sweets & Savories, which eventually became Clif Bar & Company. In addition to her work at Clif, she is an accomplished artist, dancer, actor and equestrian. She spent seven years as a dancer and choreographer in San Francisco and worked for 10 years as disabled access coordinator at San Francisco's Exploratorium, a museum of science, art and human perception. Passionate about climbing, camping, hiking, and skiing, she lived and worked in Yosemite and Glacier National Parks for several summers.

Crawford continues to find inspiration in food and the outdoors. After purchasing 80 acres of farmland in Napa, she and Erickson began work on a new venture, [Clif Family Winery & Farm](#). Founded in 2004, the winery now releases approximately 10,000 cases each year with distribution in select U.S. markets.

A native of Canada, Crawford holds a bachelor's degree in liberal studies from Sonoma State University and a degree in sign language from Ohlone College in Fremont, California. In addition to her roles at Clif and the Clif Family Winery & Farm, she is an active fundraiser for her local and global community. She is also a member of Slow Food USA, whose principals have inspired Clif Family Winery & Farm, and she is also involved with the Community Alliance with Family Farmers.

Crawford, Erickson and their three children reside on their farm in the Napa Valley where she can be found growing organic vegetables, planting tree crops, or tending to her horses, goats, dogs, cats, turkeys and chickens. Together, Crawford and her husband share a passion for adventure, travel and great food and wine.