



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](#), the nation's leading maker of all-natural, organic energy and nutrition foods and drinks. Though resistant to labels, Gary 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, Gary created his dream job. A baker by trade, a competitive athlete and a foodie at heart, Clif Bar combined Gary's love of the outdoors, cycling, and great food with his passion for business and social responsibility.

As the owners of a privately-held company, Gary and Kit 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, Sustaining our Business, Sustaining our Brands, Sustaining our Community* and *Sustaining 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, support for important causes such as the fight against breast cancer and nurturing employees. Gary 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).

Gary 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. Honoring the man who introduced Gary to wilderness adventures and encouraged him to follow his passions in life, the name CLIF BAR pays tribute to Gary's father, Clifford. The company was named Clif Bar Inc. in 1997 and then renamed Clif Bar & Company in 2005.

Gary continues to find inspiration in food and the outdoors. After purchasing 80 acres of farmland in Napa, Gary and Kit 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, Gary 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. Gary holds a business degree from California Polytechnic State University, San Luis Obispo.

An experienced outdoor adventurer, Gary 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. Gary, Kit and their three children reside in Napa County. The couple shares a passion for adventure, travel and great 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 all-natural, organic energy and nutrition foods and drinks. At Clif Bar & Company, Kit oversees the Company's brand development, human resources, and community outreach. She is also the president of the [Clif Bar Family Foundation](#) and she serves as a strategic advisor to [LUNAFEST™](#), a national, traveling film festival of short films by ... for ... about women™ and a fundraiser for the Breast Cancer Fund. Recognized for her commitment to sustainability and community development, Kit was honored in 2008 by the *East Bay Business Times* as one of the East Bay's "Women of Distinction".

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Kit was the first sales manager for Kali's Sweets & Savories (renamed Clif Bar Inc. in 1997 and Clif Bar & Company in 2005). In addition to her work at Clif Bar, Kit is an accomplished artist, dancer, actor and equestrian. Kit 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 the outdoors and outdoor activities like climbing, camping, hiking, and skiing, Kit lived and worked in Yosemite National Park and Glacier National Park for several summers.

Kit continues to find inspiration in food and the outdoors. After purchasing 80 acres of farmland in Napa, Kit and Gary 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, Kit holds a degree in sign language from Ohlone College in Fremont, California. In addition to her roles at Clif Bar & Company and the Clif Bar Family Winery & Farm, Kit is an active fundraiser for her local and global community. Kit 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.

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