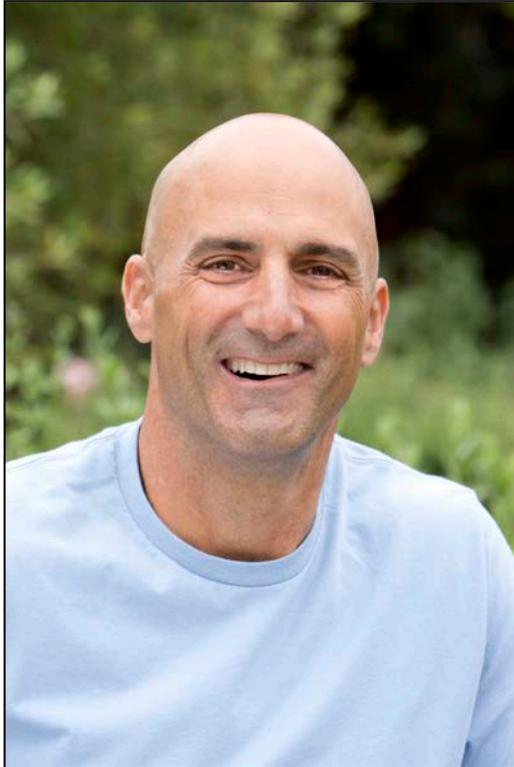




Kevin Cleary Chief Executive Officer Clif Bar & Company



As chief executive officer of [Clif Bar & Company](#), a leading maker of nutritious and organic foods and drinks for people on the go, Kevin focuses on expanding Clif Bar's growth in the sports nutrition and healthy snacks category while leading the company's day-to-day business operations.

Guided by Five Aspirations – *Sustaining our Business, our Brands, our People, our Community and the Planet* – Kevin has grown Clif Bar's product portfolio, expanded national and international distribution, increased the company's use of organic and sustainable ingredients and launched the company's first owned and operated bakeries in Twin Falls, Idaho, and Indianapolis, Indiana.

A sought after speaker, Kevin inspires audiences to live life to its fullest at work and beyond; and shares his unique perspective on why we need to break the current food system to make it better for people, communities and the planet.

Kevin joined Clif Bar in 2004 as executive vice president of sales. In 2006, he was promoted to COO. In 2009 he was promoted to president and COO, and in 2013 Kevin was named CEO. Prior to joining the company, he was senior vice president of marketing at R.R. Donnelley, where he oversaw the company's sales, marketing, business development and operations. He was also a director of customer development at Quaker Oats.

Kevin holds a bachelor's degree in social science from the University of California, Berkeley. He earned his master's degree in business administration from Northwestern's Kellogg School of Business.

A competitive athlete and father of three, Kevin knows that good food feeds great adventures. A runner and cyclist, Kevin runs over 30 miles a week and bikes to work as often as he can. He is a two-time Ironman finisher, has competed in several Half Ironmans and has completed six marathons. In 2015, Kevin competed in NBC's American Ninja Warrior. When he isn't running, cycling or racing over obstacles, he can be found coaching his sons' soccer team. Kevin lives in the Marin County with his wife and their sons.