

**Kit Crawford**  
**Owner & Co-Chief Executive Officer**  
**Clif Bar & Company**



Kit Crawford, along with her husband Gary Erickson, is owner and co-chief executive officer of [Clif Bar & Company](#), a leading maker of nutritious and organic foods and drinks for people on the go. As co-CEOs, Kit and Gary guide Clif Bar's [Five Aspirations](#) business model. Additionally, she is 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, and about women that has raised \$4 million for grassroots women's organizations.

Kit is a celebrated thought leader on the power of business as a catalyst for creating a healthier and more sustainable world. Kit previously served as Clif Bar & Company co-CEO from 2007-2013 and co-visionary officer from 2013-2018.

In these roles and as a member of Clif Bar's Board of Directors, Kit has led the company across all aspects of the business with a strong focus on driving the company's values, including the decision to make all employees owners as part of an Employee Stock Option Program, designing and building an award winning environmentally-friendly bakery in Twin Falls, Idaho; and supporting thousands of grassroots organizations through the company's philanthropic activities.

A 2012 inductee into Social Venture Networks' Hall of Fame as "Workplace Champions," Kit is widely recognized for her leadership and vision around creating healthy and inspiring workplaces. For her long-time commitment to eliminating the environmental causes of breast cancer, Kit received the Breast Cancer Fund Hero Award in 2011. A life-long athlete, in 2017 Kit received the Legacy Award from the National Interscholastic Cycling Association for her decades-long commitment to growing the sport. She has also been recognized by the *East Bay Business Times* as one of their "Women of Distinction" for her dedication to sustainability and community development.

Kit and Gary have three grown children and share a passion for adventure, travel, family backpacking trips and great food and wine. When not running Clif Bar & Company, the two enjoy spending time on their farm in Napa County, where Kit can be found growing organic vegetables, planting tree crops or tending to her horse, dog, cat, goats, turkeys and chickens.

A native of Canada, Kit holds a bachelor's degree in liberal studies from Sonoma State University and a degree in sign language from Ohlone College in Fremont, Calif.