



## **Peter Van Alstine, CEO**

Anyone with as much business experience as Peter Van Alstine knows the importance of timing. The right partnership at the exact right time can make all the difference for a company. Peter knows this better than most, because the timing of his partnership with Redd couldn't have been more perfect.

Before earning his MBA from Harvard in 1998, Peter cut his teeth in the consumer products world for five years with Procter & Gamble. He then spent a number of years helping build and expand growing businesses while consistently increasing profits and ROI for shareholders. After over twenty years leading companies in managerial and executive positions, Peter was looking for the next big thing: a young business poised for huge success. That's when he heard about Redd. Living in Portland, Maine at the time, he caught wind of the hype surrounding Redd, loved what he heard, and after a few meetings with founder Alden Blease, joined the team.

Given his his extensive entrepreneurial, management, and sales experience with both startups and high-growth companies, Peter was the perfect person to guide Redd in its rapid expansion. His talent for building high-performing teams and developing effective growth plans along with Redd's quickly growing potential in the health/energy market made for a natural partnership.

Peter fit the bill with his experience, but also with his lifestyle. Peter's an organic food enthusiast and an outdoorsman. In 2009, he took a year-long hiatus with his family to realize a lifelong goal: sail round-trip from Maine to Martinique. But he didn't take a hiatus from efficiency; because of Peter's preparations, his sailboat had zero downtime throughout the entire 12-month voyage.

Peter's operational prowess allows Alden more time to engage with his passions: research, innovation, and design. The refiner and executer of Alden's big ideas, Peter's guidance and practical wisdom have helped take Redd to the next level. With Peter at the helm, Redd has increased both its production and distribution, and it doesn't look like this super team will be stopping anytime soon.

"It's rewarding to help any business succeed," Peter says, "but doing it with one like Redd, one that truly delivers uncompromised products, now that's something special."