



Bentley Hall
CEO



Alon Salant
Co-founder / CTO



Jamie Nessel
VP, Grocery



Tess Monahan Fruge
VP, Operations



Michael Kebbekus
Senior Operations Engineering
Manager



Elissa Chandler
Head of Customer Service /
Business Development



Angelica Sullam
Head of Business Innovation



Andrew Johnson
Creative Director



Dani Fisher
Head of Brand Marketing



Jana Pastorkova
Controller



Good Eggs Management Team Bios

Bentley Hall

CEO

- **A Good Egg since** 2015
- **Previously with** Johnson & Johnson (Consumer Products), Clif Bar, Plum Organics
- **Mission** My most vivid memories of life revolve around food. A great meal is such a powerful, personal experience - it can bring joy, sustain health, connect us to a community and planet and support our local economy. It also happens to be an enormous category that is ripe for change.
- **Why Reinventing the Food System matters** Someone needs to shake things up and build a more sustainable model for the future, and that is a fight worth jumping out of bed for.
- **Food first tried at Good Eggs** Every week, I get to taste some absurdly fresh produce that was just picked - Jimmy Nardello peppers from Full Belly, Wasabi Arugula from Hikari farm, a new (or old) peach variety from Masumoto.
- **Go-to Wednesday night dinner** California grill night - wild salmon with lemons from our backyard, a mix of seasonal veggies, some slices of Tartine bread drizzled with olive oil. Oh, and don't forget the wine.

Alon Salant

Co-founder, CTO

- **A Good Egg since** The very beginning.
- **Previously with** Prior to founding Good Eggs, was a founder and Principal at Carbon Five, a design and development consultancy with offices in SF, LA, NYC and TN (Chattanooga).
- **Department Mission** To build and scale a technology platform that continually reduces the time from farm to table for customers around the world.
- **Why Reinventing the Food System matters** Food for me is about connection —connection to friends and family through meals prepared and eaten at home, connection to the earth through growing vegetables in my garden, connection to the changing seasons through the diversity of products available throughout the year, and connection to my community by being a patron of the amazing growers and producers in the Bay Area. These connections are a source of great pleasure and meaning in my life and are what I hope to share with the world through Good Eggs.
- **Food first tried at Good Eggs** Tuna confit prepared by Kelsie Kerr for lunch many years ago. We had it with boiled potatoes and fresh asparagus and green garlic salad. I make now at home because it is so easy and quick yet seems so special.
- **Go-to Wednesday night dinner** Jerk-rubbed chicken thighs on the grill, baked squash, brown rice and a big salad.

Jamie Nessel

VP Grocery

- **A Good Egg since** 2017
- **Previously with** Whole Foods and Good Earth
- **Team Mission** To source and vet producers and products against Good Eggs' strict criteria, curating a mix of goods customers need and want, and finding opportunities to buy better and pass savings to our customers.
- **Why Reinventing the Food System matters** I am passionate about food justice, social justice and animal welfare. My work at Whole Foods was for me about trying to bring organics, fair trade, biodynamic and animal welfare standards to the mainstream. Now, I want to take that work even deeper.
- **Food first tried at Good Eggs** Fava greens.
- **Go-to Wednesday night dinner** Grilled miso butter red box choy. Endive salad with peaches and chives. NY strip with grilled summer squash and basil arugula salad Seared maitake mushrooms with remoulade. Josey Baker's Bread of the Week.

Tess Monahan Fruge

VP Operations

- **A Good Egg since** 2014
- **Previously with** Bain & Company, followed by 5 years running a non-profit building homes in Hurricane Katrina-flooded neighborhoods in New Orleans.
- **Department Mission** To pack and deliver each customer's order flawlessly and efficiently.
- **Why Reinventing the Food System matters** Most of the food in our country today is highly-processed and over-engineered. Eating high-quality, fresh food has made a huge difference in my quality of life, and I want to make this food easier to access for all!
- **Food first tried at Good Eggs** Once a year I try persimmons and kiwis (again) but I (still) don't like them very much.
- **Go-to Wednesday night dinner** These days, whatever's in the Good Eggs meal kit!

Michael Kebbukus

Senior Operations Engineering Manager

- **A Good Egg since** 2014
- **Previously with** Cohuman (Mindjet) and Discovery Mining (Interwoven)
- **Department Mission** To build and support the tools to enable a reliable, efficient, scalable, replicable Foodhub -- our vision of the building block of local food distribution.
- **Why Reinventing the Food System matters** For me, food is all about community. It's the ritual of cooking and eating together, the shared sensory experience of tastes and smells, and the history of family recipes and favorites shared among friends. I'm so excited to be helping reinvent the local food system, to make it even easier to connect with local farmers and producers. Better tasting, fresher food with less waste and stronger local economies is a win-win!
- **Food first tried at Good Eggs** Pea shoots (and now I'm obsessed)
- **Go-to Wednesday night dinner** McFarland Springs trout in a cast iron pan, a mixed greens salad with pea shoots and a quick red wine vinaigrette, and Tartine whole wheat sesame bread and Straus butter.

Elissa Chandler

Head of Customer Service + Business Development

- **A Good Egg since** 2012
- **Previously with** Google
- **Department's Mission** To build a community of passionate Good Eggs customers by delighting them, really getting to know them, and sharing food knowledge with them, while supporting our operations team.
- **Why Reinventing the Food System matters** Food is at the center of so many global issues right now: health, the environment, social isolation. Through reinventing our food system we can make the world a healthier and safer place. And it's fun and delicious!
- **Food first tried at Good Eggs** Finger limes!
- **Go-to Wednesday night dinner** Roast chicken thighs and salad with a rainbow of seasonal fruits and vegetables.

Angelica Sullam

Head of Business Innovation

- **A Good Egg since** 2012
- **Previously with** Red Tomato, Farm Fresh Rhode Island.
- **Department Mission** To stay one step ahead of the curve by tackling cross-functional, high-impact projects.
- **Why Reinventing the Food System matters** I've always loved cooking, eating and how food brings people together. In college, I applied my philosophy major to many environmental political science, feminist food studies and economics courses—trying to string together how we can live and eat sustainably, inclusively and without destroying our economy. Food, and more specifically, reinventing our food system feels like the most tangible way to curb climate change. There's a visceral reaction when you see and taste the difference in food produced by the industrial vs the sustainable supply chain. Good Eggs continues to be the best at making eating well easy for customers.
- **Food first tried at Good Eggs** Josey Baker Bread
- **Go-to Wednesday night dinner** Wednesday is ramen date night!

Andrew Johnson

Creative Director

- **Previously with** IDEO
- **Department Mission** The Creative team touches all corners of the customer experience—from marketing to our iOS app to product photography to packaging to experimental prototyping -- and a bunch of stuff in between! We're not only reinventing our food system: we're reinventing the way you experience it.
- **Why Reinventing the Food System matters** For me, the Good Eggs is thrilling because it's a true win-win: turns out what's best for our planet is also what's best for our palette. We're reintroducing thousands to the way food was meant to taste, made possible by a wholly reimagined supply chain.
- **Food first tried at Good Eggs** Early on, I remember sitting down for lunch with the Good Eggs crew and enjoying an amazing wild nettle soup.
- **Go-to Wednesday night dinner** We've become addicted to the new Good Eggs Dinner Kits.

Dani Fisher

Head of Brand Marketing

- **A Good Egg since** 2014
- **Previously** Editor at Food & Wine Magazine.
- **Department Mission** The marketing team shares the many incredible stories of Good Eggs with our community: our absurdly fresh product, our dedicated producers, and superhuman customers through media, recipes, events and more!
- **Why Reinventing the Food System matters** For me, food has always been about connecting people — to each other, to a place, to a moment in time. At Good Eggs, we're making it possible for busy folks to access the kinds of foods that unlock these moments every day: peek-season peaches that tastes like summer; eggs with orange yolks so rich, they only need salt, and fresh, seasonal dinners that invite the family to linger around the table.
- **Food first tried at Good Eggs** I'm a California native and have been an avocado-a-day kind of gal for as long as I remember, but I didn't know there was a world beyond Hass until Good Eggs. Now I can taste the difference between delicate Bacons, buttery Sir Prizes, and ultra creamy Reed's.
- **Go-to Wednesday night dinner** I'm a big believer in the one-pan dinner. Toss chicken thighs, tomatoes, olives and some herbs in olive oil and toss it in a hot oven for 35 minutes and BOOM, dinner.

Jana Pastorkova

Controller

- **A Good Egg since** 2014
- **Previously with** City CarShare; People in Need - Czech humanitarian non-profit
- **Department Mission** Our team's goal is to provide timely and accurate financial information across the company and to have controls in place to operate effectively and efficiently.
- **Why Reinventing the Food System matters** Everyone deserves good food. I want people to have access to fresh, healthy and local food. I want local farmers and producers to be able to deliver their food conveniently to customers.
- **Food first tried at Good Eggs** Fresh Cranberry beans
- **Go-to Wednesday night dinner** Good Eggs Meal kit! Otherwise it'd be McFarland Trout with roasted veggies and green salad.