



J. Craig Goodwin
Chief Executive Officer

Craig is a Co-founder of Naturally Splendid and was the Company's first CEO from 2012 to 2016. In 2019, Craig stepped back into the CEO position where he guides the Company's strategic plan, focusing on plant-based nutrition.

Under Craig's direction, the Company achieved sales of over \$15,000,000 including exporting more than \$7,000,000 of hemp to South Korea.

Craig has been involved in public markets for over 20 years and has over 35 years of sales and marketing experience including Senior Account Executive for one of the largest outdoor advertising companies in the world, The Jim Pattison Sign Group.

Taking a break from the CEO role from 2016 to 2019, Craig focused on developing sales in the nutritional bar and bites business, within the Company's Prosnack Division accumulating over \$5,000,000 in sales during that time.

Returning as CEO in 2019, Craig has been instrumental in directing the Company to position itself in the consumer-driven plant-based market. In this regard, Craig negotiated and secured the existing 10-year exclusive manufacturing and distribution agreement with Flexitarian Foods Pty. Ltd., a division of Australia's largest plant-based manufacturer.