



Impact Group Continues Momentum with the Appointment of New CEO, Lloyd Johnson

Boise, Idaho (April 9, 2019) – [Impact Group](#), a leading sales and marketing agency (SMA) with deep retail brokerage expertise in the consumer package goods (CPG) industry, announced today the appointment of Lloyd Johnson as Chief Executive Officer.

Lloyd's most recent experience was as President and CEO of Mary's Gone Crackers, which in recent years has grown from a relatively small snack company into a national manufacturer and brand. Previously, Lloyd was the Executive Vice President and Chief Sales Officer at Diamond Foods, where he spearheaded significant growth and innovation. Lloyd has also served in senior leadership roles at Expedia, Kraft Foods, Nabisco, and E. & J. Gallo Winery.

"I am excited to join Impact Group, which is one of the leading and fastest-growing sales and marketing agencies in the industry," said CEO Lloyd Johnson. "We are positioned with expansive coverage and an exceptional ability to be nimble and adaptable at a local level for our clients and customers. This unique combination strongly differentiates Impact Group in the SMA community."

Since 2016, Impact Group has strategically expanded its presence in Grocery, Natural, Drug, Alternative, and Convenience channels through organic growth, acquisitions, and a focus on disruptive and innovative services. The company has spent the last three years bringing together select best-in-market regional SMAs, purposefully building broad coverage while maintaining strong relationships in local markets. Through acquisition, twelve additional companies have joined Impact Group, which has grown from seven office locations to 38 across the US and Canada, while maintaining a local orientation in its service to both clients and customers. Impact Group has grown from approximately 100 associates in 2016 to over 1,400 today.

Impact Group also continues to drive industry disruption through data, analytics, marketing, ecommerce, and pioneering retail services. The 2018 acquisitions of Cluep, with its proprietary Artificial Intelligence marketing platform, and E.A. Berg Associates, with its unique "Go-to-Market" strategy and Van Program for merchandising in independent stores, are two examples of Impact Group's innovation-focused strategy. In addition, the company has actively diversified into emerging channels, while maintaining support in all traditional classes of trade.

"We are very pleased with the progress Impact Group has made since CI Capital acquired the company in 2016," said Tim Hall, Managing Director at CI Capital. "Impact Group's success has allowed the company to attract a highly experienced and talented industry executive like Lloyd Johnson. We look forward to supporting Lloyd as he leads Impact Group through the next phase of the company's growth."

Media Contact:
Sandi Gonzales
(952) 452-4005
Sandi.gonzales@impactgrp.com

ABOUT IMPACT GROUP

Founded in 1994, Impact Group is a passionate sales and marketing agency with offices and teams spread strategically across the country. Impact Group has decades of combined experience in the retail broker and CPG industry, which enables clients to more effectively connect with retailers and drive aggressive growth and sales. Impact Group focuses on leading change through disruptive and innovative services including sales, merchandising, and category analytical support to companies in the CPG industry. Numerous CPG companies trust Impact Group to represent their brand. Impact Group is known for fostering a culture that is authentic, strategic, collaborative, and entrepreneurial. Impact Group is a CI Capital Partners portfolio company. For more information on Impact Group, please visit www.impactgrp.com.

ABOUT CI CAPITAL PARTNERS

CI Capital Partners LLC is a leading North American private equity investment firm that has invested in middle-market companies since 1993. CI Capital forms partnerships with experienced management teams and entrepreneurs to build substantial businesses through add-on acquisitions, organic growth, and operational improvements. Since inception, CI Capital and its portfolio companies have made over 320 acquisitions representing approximately \$10 billion in enterprise value. For more information on CI Capital Partners, please visit www.cicapllc.com.

###