

Charlie Bertalan has over 30 years of diversified consumer products experience covering the food, beverage and distilled products sectors in Fortune 500 companies. Over half of this time was at a senior management level with leadership roles in global R&D, Quality Assurance, contract manufacturing and selected supply chain functions. He possesses a proven track record of taking innovation from concept to commercialization, improving product quality, removing costs from the supply chain as well as enhancing product quality and improving overall Quality Assurance systems.

He currently is president of 555 South Broadway Partners LLC (555 SBP LLC), a consulting firm, which works with clients on product development, process development, packaging development, Quality Assurance and supports private equity clients in the due diligence process. He is also founder and president of River Locks Distillery Services & Equipment Partners LLC, which is similar to 555 SBP LLC but focuses on the distilled spirits space and includes distillery design and equipment representation.

Charlie served as Vice President of Global R&D, QA and contract manufacturing for Beam Global Spirits and Wines – a \$2.3 billion division of Fortune Brands. Examples of world class new product launches included DeKuyper Pucker cordials, Starbucks coffee liqueurs and Distillers Masterpiece luxury bourbons. In addition, annually developed and executed \$5 to \$15 million in cost efficiency projects that improved corporate profitability.

Charlie also served in numerous Technical and Operations roles at Kraft General Foods. These roles were in the major operating divisions of the company including coffee, cereals, beverages and desserts. Notable accomplishments include development and the commercialization of Crystal Light powdered soft drinks, the initial use of blended artificial sweeteners in food products for Jell-O desserts products and executed supply chain restructuring for the pectin, starch and chocolate businesses.

He has served on the technical committee board of the Distilled Spirits Council of the United States (DISCUS) in Washington DC.

He is now a Professor for the DISCUS Academy and teaches industry related courses.

He has served on the Speed School of Engineering's Board of Industrial advisors at the University of Louisville – Louisville, KY.

Charlie holds over a half dozen US and international patents.

He is a graduate of the College of Engineering at Rutgers University and holds a BS in Chemical Engineering and an MS in Chemical & Biochemical Engineering