

Eric Lauterbach

President of the Consumer Division

Eric joined Peet's in 2010 as head of the Consumer Division, a \$400M business unit which includes CPG, eCommerce, Food Service and Office channels. He began his career over 25 years ago at Procter & Gamble, where he progressed through various sales and marketing roles before moving to a handful of early stage eCommerce startups as the head of Marketing and Business Development. His first start-up, dnet, was a pioneer in same day delivery. After a 5-year return to the consumer goods with Clorox, serving as Director of Sales for the flagship Bleach business unit, Eric joined an innovative natural food startup in 2007 as VP of Sales and Business Development. Attune Foods, a Nestlé and Unilever-backed company, has since been acquired by Post Cereal.

Eric holds a BA degree from UC Santa Barbara and an MBA degree from Pepperdine University. He and his wife Martina live in San Francisco with their three children. Fun Fact: Eric ran with the bulls in Pamplona in 2012 and lived to tell the tale.

Favorite Peet's Drink: A cup of Guatemala San Sebastián.