

## Amy Guittard Marketing Director

As the fifth generation of the family business her great-great-grandfather started in 1868, Amy has an innate passion for cocoa and chocolate.

Amy was born and raised in San Francisco, and studied English Literature and Anthropology at Barnard College in New York City. She spent the early part of her marketing career working at Clif Bar & Company in online marketing and brand management. She received an MBA in Design Strategy from California College of the Arts in 2012 and transitioned to Guittard Chocolate Company to lead their marketing department soon thereafter.

Amy's involvement at Guittard includes not only marketing activities but also sourcing and sustainability, serving on several committees for the World Cocoa Foundation, and traveling to origin to meet with farmers, buyers and traders. She continues Guittard's long-standing tradition of collaborating on the ground with those closest to the source. Amy led the brand refresh and has launched several new consumer and professional products for the 148-year-old brand. More recently, Amy introduced Guittard's manifesto, Cultivate Better™, which articulates the company's on-going commitment to honorable sourcing, crafting world-class chocolate, and providing excellent customer experiences.

An avid home baker, she is the author of the ***Guittard Chocolate Cookbook: Decadent Recipes from San Francisco's Premium Bean-to-Bar Chocolate Company***, published in 2015 by Chronicle Books.

Amy was named to the inaugural class of the National Confectioners Association Future Leadership Program in January 2016. She is a frequent speaker and panelist on issues pertaining to chocolate from cultivation, to production, to consumption. She is a board member of Creative Growth Art Center, a non-profit that serves adult artists with developmental, mental and physical disabilities, and a SPRING Accelerator mentor.

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