Hershey Announces Stacy Taffet as Chief Growth Officer

March 11, 2025 at 8:55 AM EDT

HERSHEY, Pa., March 11, 2025 /PRNewswire/ -- The Hershey Company (NYSE: HSY) today announced Stacy Taffet as its Chief Growth Officer, effective April 14, 2025. In this role, she will be responsible for driving transformative growth strategies across the company's expanding snacks portfolio, which includes iconic brands like *Hershey's*, *Reese's*, *Jolly Rancher* and *Dot's Homestyle Pretzels.*



Stacy is a seasoned marketing executive with 20 years of transformative leadership experience, including 15 years in consumer-packaged goods (CPG) and a distinguished PepsiCo career spanning multiple brand portfolios—most recently as Senior Vice President of Beverage Portfolio Strategy and Marketing.

Throughout her tenure, she has consistently driven significant business growth, leading large teams and managing multi-billion-dollar brands across beverages and snacks, including successful marketing transformations for iconic brands like *Pepsi* and *bubly*. Her expertise spans brand management, digital marketing, innovation strategy and comprehensive commercial planning, with a proven track record of delivering sustainable growth.

"We are thrilled to welcome Stacy to Hershey's executive team. With deep expertise in brand strategy, innovation and commercial growth, Stacy brings strategic capabilities to accelerate our vision to become a leading snacking powerhouse," said Michele Buck, The Hershey Company President and Chief Executive Officer. "With a proven track record of driving sustainable growth across complex business landscapes, I'm confident that her leadership will help us unlock new growth opportunities, elevate our iconic brands and continue to delight consumers around the world."

Stacy will spearhead Hershey's enterprise strategy and key growth capabilities encompassing media and creative investments, marketing innovation,

research and development, commercial and consumer intelligence, and brand reputation management. The appointment continues Hershey's commitment to accelerating growth and strengthening its position in the competitive global snacking market, with a focus on innovative demand creation and strategic brand development.

Recognized nationally with awards such as Brand Innovators Top 100 Women in Brand Marketing and AdAge Women to Watch, Stacy is not only a marketing leader but also an engaged community contributor, serving on boards of non-profit organizations. She received her MBA from Harvard Business School and a Bachelor of Arts from the University of Pennsylvania.

"I am deeply honored to join Hershey and help shape its next chapter of growth. Throughout my career, I've admired Hershey not only for its iconic brands that have created meaningful moments for generations, but also for its exceptional talent and profound commitment to community impact," said Taffet. "I'm excited to contribute to this remarkable legacy while working alongside the team to advance our ambitious vision for the future."

About The Hershey Company
The Hershey Company (NYSE: HSY) is an industry-leading snacks company with a purpose to make more moments of goodness through its iconic brands. With more than 20,000 remarkable employees worldwide, Hershey delivers delicious, high-quality products across approximately 70 countries, generating over $11.2 billion in annual revenues. The company's portfolio includes beloved chocolate and confectionery brands such as *Hershey's*, *Reese's*, *Kisses*, *Kit Kat®*, *Jolly Rancher*, *Ice Breakers*, *Shaq-a-licious* alongside popular salty snacks including *SkinnyPop* and *Dot's Homestyle Pretzels*.

For more than 130 years, Hershey has been committed to operating responsibly and supporting its people and communities. The candy and snack maker's founder, Milton Hershey, created Milton Hershey School in 1909, and since then, the company has focused on helping children succeed through access to education.

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