

Pinkberry Names Michael Dixon Chief Financial Officer

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Pinkberry named Michael Dixon as Chief Financial Officer. Dixon is the most recent addition to Pinkberry's new executive leadership team who were brought on over the past few months to work with CEO Ron Graves and the founders, Shelly Hwang and Young Lee, on initiatives aimed at strengthening and advancing Pinkberry as the leader in the frozen yogurt market.

Dixon joins Pinkberry after eight years with The Cheesecake Factory Incorporated, most recently as senior vice president and chief financial officer. Prior to that, Dixon held positions with The Walt Disney Company and Coopers & Lybrand.

Dixon's arrival adds to the frozen yogurt leader's slate of senior appointments. The other new members of Pinkberry's executive team include: Mark Friedman, vice president of business development and general counsel, Karen Kelley, vice president of store operations, Todd Putman, vice president of marketing, and Eric Snyder, vice president of people.

'We are extremely pleased that these five remarkable individuals have joined our team,' said Ron Graves, chief executive officer of Pinkberry. 'They each bring to Pinkberry significant accomplishments, experience and most importantly a passion for the business.'

Karen Kelley joins the company after 10 years with Jamba Juice, where she was most recently its senior vice president, operations. Prior to that, she held senior operating positions at Boston Market and Taco Bell.

Mark Friedman joined the company from American Golf Corp., where he was senior vice president and general counsel. He was previously senior counsel for BP plc and served as in-house legal counsel for Atlantic Richfield Co.

Eric Snyder was previously an independent management consultant and was most recently vice president, corporate human resources & organization development and communications at LVMH-Moet Hennessy Louis Vuitton's DFS Group Limited.

Todd Putman joined the company from Westfield Group, where he was executive vice president of marketing and customer experience. Prior to that, Putman held senior marketing positions at The Coca-Cola Company, The Walt Disney Company and Procter & Gamble.

'We are excited to have such a talented group of people on-board who can help grow the concept that we conceived just three short years ago,' said Shelly Hwang, co-founder and chief product officer.

Pinkberry recently opened its 67th store and has locations in Los Angeles, San Diego and New York and is growing rapidly.

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