

Rick Gray

Rick's 20-year career has spanned industries and marketing disciplines, delivering growth for large and small brands at world-class companies.

He most recently held the role of Director of Innovation at Johnsonville, where he was responsible for developing and launching the company's long-term pipeline of new products.

Previously, Rick was the Senior Brand Manager of Innovation for the Cheese Business Unit at Kraft Foods, building the innovation strategy and pipeline for Kraft Natural Cheese, Kraft Singles and Velveeta.

Rick spent 10 years at Heinz North America leading brand growth for Lea & Perrins Worcestershire Sauce, Heinz 57 Sauce, Classico Pasta Sauces and Weight Watchers Smart Ones Frozen Meals.

Prior to his grocery food experience, Rick validated, developed and launched the first cosmetic contact lens brand for Johnson & Johnson Vision Care in the U.S., Canada, South America, Europe, Japan and China. He began his packaged goods career at RJ Reynolds Tobacco Company in brand management roles on the Camel and Winston brands.

Rick is a RIVA-trained focus group moderator and teaches concept writing to marketers to maximize success in new product concept testing.