



THE PROMOTION IN MOTION COMPANIES, INC.

Corporate Headquarters

25 Commerce Drive, P.O. Box 8, Allendale, New Jersey 07401-0008

Telephone 201-784-5800 Facsimile 201-784-1010 Web [www.promotioninmotion.com](http://www.promotioninmotion.com)

Contact: Brushfire Inc.

Michelle Goldstein (973) 871-1715

[mgoldstein@brushfireinc.com](mailto:mgoldstein@brushfireinc.com)

## **Promotion In Motion Adds Key Senior Executives to Manufacturing, Sales and Trade Relations**

Closter, NJ, October 31, 2011 – Promotion in Motion (PIM), manufacturers and marketers of America’s favorite candy and fruit snack brands for over 30 years, announces the addition of four key senior executives to their leadership team. These leaders, with years of industry experience, have demonstrated the type of achievement and creative thinking that is an ideal fit for this innovative company, named one of the world’s top 100 candy companies.

**Charlean Gmunder** has joined PIM as Vice President of Manufacturing, bringing with her extensive manufacturing experience in the food industry, with a concentration on the confectionery sector. In her new role, Gmunder will oversee all manufacturing operations, focusing on the Somerset manufacturing facility and the forthcoming allergen facility expansion. She will be based at the PIM Brands Somerset plant.

For the past three years, Gmunder has served as Vice President, Operations for Premio Foods. Prior to that, she served as Vice President, Global Logistics, for National Starch. Gmunder’s career includes 21 years working for the Wm. Wrigley Jr. Company, culminating in her position as President of the L.A. Dreyfus Company, a wholly-owned subsidiary, responsible for global gum base operations. She is HACCP-certified, a certified SQF Expert, a Six Sigma Green Belt, and has been a member of the Board of Examiners for the Malcolm Baldrige National Quality Award. She is a strong believer in strategic planning, people development and continuous improvement.

Gmunder holds a B.S. in Chemical Engineering as well as an MBA from Rutgers University. She resides in Branchburg, NJ.

**Keith Von Zup** has joined the company as Vice President of Sales for National Accounts. In his new role, Von Zup will spearhead PIM growth efforts with select major U.S. national accounts, including Kroger, Meijer, Trader Joe’s and Aldi. He will also manage the company’s fast-growing grocery business in the mid-nation states.

Von Zup has over 25 years of experience in sales roles with major confectionary companies. Previously, Von Zup had been in sales with Just Born, and prior to that he had 20 years of experience with M&M/Mars.

He is a graduate of California State University. He resides in Tannersville, PA.



**Paul Klutes** has joined PIM as Vice President of Sales for National Accounts. Klutes will be responsible for targeting growth efforts with major national accounts in the U.S. In addition, he'll lead sales efforts on the entire PIM portfolio in Canada.

Klutes' vast sales and marketing experience includes over 25 years with both large- and small-sized companies, including Coca-Cola, Veryfine, Welch's and most recently at CH Robinson, a large logistics/produce supply company. His latest experience included responsibility for branded produce items at CHR, including Welch's Fresh Grapes and Mott's Apples and Apple Slices.

He is a graduate of Vanderbilt University. He resides in Fairhope, AL.

**David Fleischer** has joined PIM as Vice President of Trade Relations. In his new role for PIM, Fleischer will have primary responsibility for managing relationships with key industry and trade groups, including the National Candy Association (NCA), the National Association of Convenience Stores (NACS), the Vending trade group (NAMA), Wholesalers trade group (AWMA), as well as other influential groups. In addition, Fleischer will be the primary player in trade show exhibitions throughout the year. His responsibilities will include devising and refining trade strategy and programs, as well as customer-specific strategies to increase sales and importance with key customers in all trade channels.

Fleischer has more than 30 years of sales experience in the candy and confectionary industry. His extensive background includes positions with Adams, Cadbury and most recently Kraft Foods.

He is a graduate of Penn State University. He resides in Sparta, NJ.

#### **About Promotion In Motion**

The Promotion In Motion Companies, Inc. is one of North America's premier makers of confections, fruit snacks and other snack food products, and has been named one of the top 100 candy companies globally. The company's proprietary and licensed brands include WELCH'S® Fruit Snacks and Fruit 'n Yogurt™ Snacks, SUN-MAID® Milk Chocolate Raisins, My M&M'S® Brand Chocolate Candies, FISHER® Milk Chocolate Peanuts, TUXEDOS® Chocolate Almonds, SOUR JACKS® Sour Candies, NUCLEAR SQWORMS® Sour Neon Gummi Worms, BUDDY BEARS® Gummi Bears, TOGGI® Fine European Chocolate Wafers, BAKE SHOPPE™ Cookie Dough Miniatures™, JUICEFULS™ Juice Filled Fruit Snacks, FRUIT ROLLERS Wind'em Ups™ and more. Its subsidiaries and affiliates include Promotion In Motion Canada, Inc., Grupo de Alimentación Promoción en Moción México, S. de R.L. de C.V., Promotion In Motion UK, Ltd., Farmer's Choice Food Brands and PIM Brands LLC.