

## **Leah Herrington BIO**

Leah Herrington is the Executive Vice President of Sales and Marketing for Community Coffee®, America's largest family-owned retail coffee brand. She has more than 25 years of experience leading consumer brands both domestically and globally across various industries with companies such as Nestlé Skin Health®, Mary Kay®, Quaker State®, Revision Skincare® and Pepsico®.

By connecting consumers to a brand's purpose, her specialty is helping organizations unlock the power behind the brands they sell. Most recently, she was instrumental in leading Community Coffee into the western industry. In her first three years with the brand, she led the charge to make Community Coffee the official coffee of the PRCA and the National Finals Rodeo while assembling a professional rodeo team of numerous multi-world champions. In addition, Community Coffee has ventured beyond the sport of rodeo by entering the reining, cutting, and working cow horse industry.

The western lifestyle has been a part of Leah's life from the moment she was born. Her earliest memories were spent either on the back of a horse or competing at a calf scramble. Her mother was active with AQHA and later in life moved on to work many years within the Quarter Horse racing industry while her father was an avid tie-down roper. Growing up in Ponder, Texas and then on to Pilot Point, Texas she enjoyed competing in barrels, pole bending, and the occasional goat tying.

After high school Leah earned a Business degree in Marketing from Texas A&M University in College Station, Texas. She went on to earn her master's in business administration from The University of Texas at Dallas.