



4xi

Global Consulting & Solutions
Inspiring a brighter future, together



Executive Biography



Helene York

Sustainability, Supply Chain, Menu & Product Innovation

Now a teacher and an independent strategic advisor after two decades as a global supply chain innovator, Helene has made a career of questioning *business as usual*, partnering with chefs, and building trust among suppliers and distributors to move in new and impactful directions.

At Bon Appetit Management Company, she developed new produce, seafood, meat, chocolate, snack and coffee supply chains, and created the *Low Carbon Diet*, the first US national program to implement climate-friendly menus. This program was explored by a prominent science reporter and featured on the front page of the *LA Times* on Earth Day 2008. The key ingredient to this successful program was partnering with chefs, the 'choice editors' of our food system.

As Global Director of Responsible Business for Compass Group at Google, Helene led a supply chain team supporting 60 restaurants and 300 micro-kitchens in Silicon Valley and supported on-the-ground procurement officers in 27 countries. She led the implementation of food waste reduction technology and practices across the world.

At Guckenheimer, she served as Chief Procurement Officer and as Head of Social and Environmental Responsibility. She developed and won support for a broadly responsible procurement strategy that embedded shared value and profitability, supporting chefs' ability to continue to serve delicious options, responsibly. She has advised global teams to adopt an industry-leading set of progressive sustainability goals including the Cool Food Pledge and aggressive in-unit waste reduction goals.

Over her career, Helene has visited countless farms, fisheries, and processors across the world in pursuit of understanding levers of change, creating channels for byproducts dismissed as *waste*, and encouraging biodiversity - one effort resulted in planting pollinator plants and heirloom potatoes grown on a large farm in Ireland.

She takes pride in having coached numerous emerging food business leaders and smallholder farms to get a foothold supplying contract food service. She teaches a class, *Supply Chains, Logistics, Manufacturing, and Legal Contracts*, to master's students at the Food Business School of the CIA.

She also works with Postelsia, an advisory service, that seeks to expand opportunities for environmentally and socially responsible smallholder fishery and aquaculture operations.

Helene has served on numerous boards including Humane Farm Animal Care (animal welfare), Chef Ann Foundation (school nutrition), Fishchoice (traceability/sustainability), and Project Open Hand (food as medicine).

She earned her MBA in Strategy from Yale and lives in Northern California.

Client Engagements:

Helene is available to offer support on a consulting basis for individual projects and as ongoing expertise-on-demand. If you are seeking to transform your sustainability performance across your business and operations, then Helene can help.

Helene can support and guide your sustainability strategies, execution, supply chain, menu, and product innovation

Helene and the rest of the team at 4xi are here to help you drive positive change and impact.



Sustainability



Supply Chain



Procurement Strategy



Transformation Strategy



Menu Innovation



Product Innovation

