

A Steady Course

New Keurig President Plans Continued Profitability

BY LAUREN LOCHETTO
SENIOR EDITOR

READING, MA— Michelle Stacy was recently named president of Keurig, Inc., and has since been driving the company down a steady course toward continued profitability.

Stacy, who took over the position in November, explained that not only was it a privilege to come in and lead a company that was doing well at a time when others are struggling—with business almost doubling this past Christmas season over the previous one—she has found her prior experience to be immensely helpful in promoting the company's initiatives.

"It's just such a wonderful opportunity to come into a business, particularly in this economy, that's doing well, that has a really strong consumer proposition, and a great team to build with," said Stacy.

She added that her background consists of about 23 years with the Gillette company and several years with Proctor & Gamble after the Gillette acqui-



"I think you'll see us continue to stay the course."

*—Michelle Stacy
Keurig*

sition, and her experience with the "blade and razor model," in terms of selling the two in conjunction with

one another, helped her with the company's initiative to sell K-cups alongside Keurig coffee machines.

Additionally, the part of her career spent in power and oral care helped advance her knowledge of small appliances prior to taking on her current position.

"When I worked in power oral care, it was in the research and development (R&D) world with Brown, and therefore I have experience on development and knowledge surrounding small appliances," said Stacy. "I think the combination of those two things made this an excellent opportunity for me, and those are the two key pieces of experience that led me to this world."

With regard to the future of Keurig, she said though she doesn't see any significant changes to operations on the horizon, she does have a passion for growing businesses and will continue to bring consumers into the Keurig franchise.

"I think you'll see us continue to stay the course," said Stacy. 