



Jim Sterbenz

Senior Vice President, U.S. Sales

Jim Sterbenz was appointed Senior Vice President-U.S. Sales in June 2017. He reports to Luca Mignini, Chief Operating Officer, and he is a member of the Campbell Leadership Team.

Jim directs Campbell's integrated selling efforts for retail sales across the Americas Simple Meals & Beverages, U.S. Biscuit & Bakery, and Campbell Fresh business units.

He also serves as the executive sponsor for both the Campbell Network of Executive Women and the Campbell Parent Connection, and he is the executive working team member of the Black Resource Group affinity network.

Jim joined Campbell as Vice President-Sales, Godiva Wholesale, in 2006. He was named Vice President-Sales Planning, Strategy, and Retail Execution in 2008, and he transitioned to Vice President-Sales Growth Channels in 2012.

A year later, he was named Vice President-U.S. Retail Sales, and in 2015 he advanced to Senior Vice President-U.S. Retail, responsible for sales strategy through execution for Campbell's soup, simple meals, beverages, and innovation portfolios, as well as driving sales capability, customer focus and joint business planning excellence. He led joint business planning for the U.S. Retail sales organization and industry affairs for the company.

Jim previously led the convenience store team at Mars/MasterFoods and worked at other consumer packaged goods companies including Kraft Foods, Nabisco, and Dial Corporation. He has held headquarters- and field-based roles in customer marketing, direct sales, and broker management.

Jim earned his B.S. degree in marketing and management from Rutgers University in Newark, N.J., and his M.B.A. degree from Fairleigh Dickinson University in Madison, N.J.