

Culture Advisory Group Strengthens Executive Leadership with Appointment of Pamela Horvatis as COO

Senior food and consumer products executive strengthen CAG's ability to help clients address complex business challenges and drive measurable performance.

TORONTO, ONTARIO, CANADA, August 18, 2026 /EINPresswire.com/ -- Culture Advisory Group (CAG) is pleased to announce the appointment of Pamela Horvatis as Chief Operating Officer, strengthening the firm's executive leadership as CAG expands its advisory capabilities across the global food, beverage and dietary supplement value chain.

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Paul Valder

Horvatis brings extensive senior executive experience connecting enterprise strategy, commercial growth and operational excellence, with deep experience in industry

governance and engagement, sustainability, supply chains and traceability and organizational transformation.

Most recently, Horvatis served as Senior Vice President, Industry Relations at GS1 Canada, where she led strategic relationships across the grocery, general merchandise and foodservice sectors and advanced enterprise initiatives spanning growth, sustainability, traceability. Her earlier career includes senior commercial leadership roles with Kraft/Mondelez, Cadbury, Revlon Canada, Unilever Canada and Wrigley Canada, providing broad experience across manufacturers, retailers, customers, categories and channels.

As COO, Horvatis will work alongside CAG Founder and CEO Paul Valder and the firm's network of senior advisors and subject matter experts to further integrate strategy, governance and execution across CAG and its client engagements. “We are thrilled to welcome Pam as she brings exactly the combination of executive leadership and practical industry experience that reflects where CAG is going,” said Valder. “She understands how complex food and consumer businesses operate, from strategy and governance through commercial execution, customers, data and supply chains. More importantly, Pam knows how to translate strategy into disciplined execution and measurable business outcomes.”

"I've always had a passion for helping businesses succeed, and I genuinely enjoy solving complex problems. I understand the challenges leaders face in navigating competing priorities, limited resources and constant change. CAG's model brings together the executive experience and specialized expertise needed to help businesses tackle those challenges in practical, meaningful ways. That combination is what drew me to CAG." states Horvatis.

Expanding Access to Executive-Level Expertise

Horvatis' appointment further supports CAG's model of bringing together experienced executives, operators and specialized subject matter experts to address complex business challenges. CAG provides Boards, owners and executive teams with flexible access to senior leadership and specialized capabilities when they need them, whether to strengthen governance, manage enterprise risk, navigate transformation or support strategic growth. For small and mid-sized businesses, this can provide capabilities that may not be practical to maintain internally. For larger organizations, CAG can complement existing leadership teams with additional executive capacity and specialized sector expertise for complex projects, emerging risks and strategic priorities



Pam Horvatis understands how complex food and consumer business operates.

About Culture Advisory Group

Culture Advisory Group (CAG) is an executive advisory firm helping food, beverage and dietary supplement companies solve business problems, improve performance, manage risk and grow. CAG brings a different lens to complex business challenges, helping leadership teams view issues from new perspectives and identify practical opportunities and solutions. Services span the full range of business needs, from day-to-day operational and commercial challenges to broader enterprise priorities such as governance, risk and transformation. CAG combines strategic thinking with practical, sector-specific expertise to develop solutions that address the need today, work for the business and its customers, and strengthen the organization for what comes next.

CAG focus is simple: better decisions, stronger businesses and measurable results.

Tricia Ryan
Culture Advisory Group
+1 416-999-2043

tryan@cultureadvisorygroup.com

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