

Righteous Felon Adds Award-Winning CPG Executive Cristina Marinucci as Chief Commercial Officer

Former Mondelez Global VP joins fast-growing craft meat snack company to build an integrated commercial growth engine and accelerate national expansion.

WEST CHESTER, PA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [Righteous Felon Craft Jerky](#) announced the appointment of Cristina Marinucci as Chief Commercial Officer, effective August 10, 2026. An award-winning consumer packaged goods executive with deep experience leading commercial strategy, consumer insights, retail media, analytics and omni-commerce transformation.

Marinucci joins Righteous Felon from Mondelez International, where she served as Global Vice President of Growth & Omni Commercial Insights, leading the organization that connected consumer, shopper and category understanding to commercial decisions across global markets.

Previously, she served as Mondelez's Global Head of Shopper Insights & Analytics. Across nearly 25 years in consumer-packaged goods, Marinucci has held leadership roles at companies including Johnson & Johnson's consumer health business (now Kenvue), Reckitt, Mars and PepsiCo, with experience spanning Sales, Marketing, Insights, Analytics and Strategy across virtually every major retail channel.

Her work has earned industry recognition, including the Path to Purchase Institute's Women of Excellence Award for Industry Impact and The Lead's Direct 60, and she is a frequent speaker at leading industry forums including CES, Groceryshop, and Shoptalk. Marinucci also co-hosts SHeCOMMERCE, a top-ranked business podcast focused on the future of commerce and the



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women shaping it.

As Chief Commercial Officer, Marinucci will lead Righteous Felon's integrated commercial growth agenda across Sales, Marketing, Consumer Insights, Category Strategy, Retail Media, E-commerce and Innovation. She will be responsible for unifying the company's commercial strategy into a single operating model, while strengthening Righteous Felon's position as one of the industry's leading challenger brands.



Her appointment continues a series of strategic leadership additions as the company achieves a 66% 2-year CAGR and scales past \$100 million in annual retail sales. Earlier this year, Tyler Kramp, formerly of Golden Waffles, was brought on to lead Finance; and Steve Groff, formerly of Godshall's Meats, to lead Product & Manufacturing.

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*Brendan Cawley, Founder and
CEO of Righteous Felon Craft
Jerky*

Marinucci's appointment comes at an important point in Righteous Felon's growth as the company expands nationally and builds the team to support its next stage of scale. Righteous Felon Craft Jerky has also earned a spot at No. 942 on the 2026 Inc. 5000 list of the fastest-growing private companies in America, up from No. 1,316 in 2025.□

"I've gotten to know Cristina over the past several months, and what impressed me most is the breadth of experience and perspective she brings," said Brendan Cawley, Founder and CEO of Righteous Felon Craft Jerky. "She understands

consumers, brands and retailers, but she also knows how to turn that understanding into action. As we continue to grow Righteous Felon nationally, bringing someone with Cristina's experience onto the team is a big step for us. She's spent her career helping leading consumer brands find new ways to grow, and I'm excited about what that experience will unlock for Righteous Felon."

Marinucci will work closely with the company's leadership team to integrate sales, marketing, insights, innovation and retail execution into a unified commercial growth system designed to accelerate both near-term retail performance and long-term enterprise value creation.

"I've spent my career working with some incredible brands and learning what it takes to build lasting growth," said Marinucci. "What drew me to Righteous Felon is that so much of what makes a brand special is already here... great products, a distinctive personality, consumers who genuinely love the brand, and a team with big ambitions for where it can go. I see tremendous opportunity to bring those pieces together, reach many more consumers and establish

Righteous Felon as one of the most exciting challenger brands in snacking. I'm incredibly excited to be part of what's ahead."

About Righteous Felon Craft Jerky

Founded in 2013 and headquartered in West Chester, Pennsylvania, Righteous Felon Craft Jerky is a leading craft meat snack company producing flavor-forward, high-protein, low-sugar snacks made with clean ingredients. Known for its bold flavors and irreverent brand personality, the company serves approximately 170,000 servings per day across national retail, e-commerce and specialty channels. For more information, visit [RighteousFelon.com](https://www.RighteousFelon.com).

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