

After 10 Years of Founder-Led Growth, Runamok Hands the Sap Bucket Over

Vermont maple pioneer names Ashley Wainer as CEO and Kelly Murnaghan as CMO as founders move into strategic leadership roles and prepare for a second decade

FAIRFAX, VT, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- [Runamok](#) turns 10 this year, and the Vermont company is marking the anniversary by strengthening its executive team for its next phase of growth. Ashley Wainer has been named Chief Executive Officer, and Kelly Murnaghan joins as Chief Marketing Officer, expanding the company's leadership team as co-founders Laura and Eric Sorkin transition into strategic leadership roles.

"Ten years ago, we set out to prove maple syrup could be every bit as exciting and versatile as olive oil or craft spirits," said Eric Sorkin, outgoing CEO and Co-founder. "We've changed the way people think about maple, but there's still a lot more to explore. Ashley and Kelly believe maple belongs everywhere, from morning coffee to cocktails, and they have the experience to help more people find that out while keeping the craftsmanship that's always defined this company."

Wainer has served as Runamok's fractional President and CFO for the past three years, overseeing operations. She previously held executive roles at Vermont Gas Systems and KPMG.

"As companies grow they eventually reach a point where the business needs new systems and structure to support what's next," said Wainer. "Runamok has built something incredibly special over the last ten years. My job is to help it grow thoughtfully: give the team the tools to scale



Eric Sorkin, outgoing CEO and Co-founder of Runamok with Ashley Wainer, CEO

without losing the entrepreneurial spirit that makes this brand what it is."

Murnaghan joins Runamok after leading marketing for Burton Snowboards, Vans, Converse, Lagunitas Brewing Company, and, most recently, Shady Rays. She'll oversee brand strategy, marketing, digital and partnerships.

"What drew me to Runamok is that Laura and Eric built a blank canvas," said Murnaghan. "Maple used to be a commodity in a plastic jug. They made it something you can smoke, age in a bourbon barrel, or make sparkle, and there is no obvious end to that list. I'm looking forward to showing a lot more people what maple can be."

The leadership additions come as Runamok enters its second decade with plans for new culinary partnerships and expanded foodservice offerings.

About Runamok

Runamok was launched in 2016 by Laura and Eric Sorkin out of a sugarhouse in Cambridge, Vermont. Today the company operates from a 55,000-square-foot facility in Fairfax and sources from dozens of Vermont family farms to produce pure, barrel-aged, smoked, and infused maple syrups, along with the fan-favorite Sparkle Syrup®. Its products are found in more than 2,100 grocery, specialty, and gift retailers, in foodservice nationally and internationally, on Amazon, and at runamokmaple.com.

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