

Righteous Felon Craft Jerky Appoints Former Poppi Executive Joshua Gittler to Board of Directors

CPG veteran brings 20+ years of experience accelerating growth, strengthening operations, and creating value across better-for-you food and beverage brands.

WEST CHESTER, PA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [Righteous Felon Craft Jerky](#), the craft meat snack company, today announced the appointment of Joshua Gittler to its Board of Directors, effective August 17, 2026.

Gittler brings two decades of consumer-packaged goods finance and strategy experience to Righteous Felon at a moment of rapid national expansion. At Poppi, where he joined as Chief Financial Officer in 2023, he helped guide the prebiotic soda brand through a period of hypergrowth, profit expansion, professionalization and ultimately its \$1.95 billion acquisition by PepsiCo in 2025. Previously he served as CFO of Nutrabolt, maker of C4 Energy, and as Head of Corporate Finance at Amplify Snack Brands, where he was instrumental in the company's sale to The Hershey Company. Earlier in his career he was a Senior Vice President in Investment Banking at Jefferies and began his career at Morgan Stanley. Gittler holds an MBA from Cornell's Johnson Graduate School of Management and a B.S. from The Pennsylvania State University.



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The appointment continues a deliberate buildout of senior leadership at Righteous Felon as the company soars to a 66% 2-year CAGR and surpasses \$100 million in annual retail sales. This year, RF has made a concerted effort to recruit top food and beverage talent from the greater Philadelphia area, adding Tyler Kramp, formerly of Golden Waffles, to lead Finance, and Steve Groff, formerly of Godshall's Meats, to lead Product and Manufacturing, and most recently, Cristina Marinucci, formerly of Mondelēz, to serve as Chief Commercial Officer. Gittler, who

recently moved back to the Philadelphia area, was the ideal candidate to round out the board, bringing strategic experience to a leadership bench built for the company's next phase of growth.

"Josh is the rare executive who has led high-level strategic initiatives at some of the most successful growth brands in CPG, but still has a passion for rolling up his sleeves and getting into the nitty gritty. That combination makes him a perfect fit for a small but mighty team like ours," said Brendan Cawley, founder and CEO of Righteous Felon Craft Jerky.

"The best brands in food right now are the ones with authentic consumer connections, and Righteous Felon has one of the strongest I've seen: category-leading loyalty and a customer base that will literally switch stores to find it. What the Righteous Felon team has built is truly special and is at the forefront of better-for-you snacking with an innovative, great tasting flavor lineup and a highly efficient team growing rapidly at retail. I'm excited to join the



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Board of Directors and partner with Brendan and team, where I can share my strategic, financial, and operational experience scaling some of the fastest growing better-for-you food and beverage brands, to turn Righteous Felon from a best-kept secret into a best-in-class brand in households across America,” said Joshua Gittler.

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.

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