

GoodPop Names Shannon Van Dyck Senior Vice President of Sales

The better-for-you frozen treats brand welcomes Vital Farms veteran to drive sales growth and bring its products to more shoppers

AUSTIN, TX, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- [GoodPop](#), the viral category leader in better-for-you frozen treats, announces the appointment of [Shannon Van Dyck](#) as Senior Vice President of Sales. In her new role, Van Dyck will lead the brand's sales strategy and growth, with a focus on expanding GoodPop's retail presence, growing distribution with existing partners, and bringing the brand's portfolio to more households nationwide.

Van Dyck brings more than 20 years of experience scaling mission-driven food and beverage brands through

significant growth phases. Throughout her career, she has held commercial leadership roles across category-defining brands including Vital Farms, EPIC, Annie's, Small Planet Foods, and PepsiCo/Frito-Lay. Her expertise spans grocery, mass, natural, and digital channels.

Van Dyck joins GoodPop from Vital Farms, where she held several commercial leadership positions since 2017, most recently serving as Vice President of Eggs Growth & Development. Previously, she served as Vice President, Sales Strategy & Planning, where she built the company's Sales Center of Excellence across revenue growth management, category management, trade spend optimization, and sales operations. As Senior Director of Sales, she built out Vital Farms' Natural Channel and Business Development capabilities, launching new points of distribution.

"I've spent the majority of my career helping better-for-you, mission-driven companies scale, and



Shannon Van Dyck, SVP of Sales at GoodPop

GoodPop's mission to bring fun, clean-label treats to families resonated immediately. My freezer was actually already stocked with Mint n' Fudge Chip!" said Shannon Van Dyck, Senior Vice President of Sales at GoodPop. "When I connected with [Daniel Goetz](#), GoodPop's founder, it was clear this was a team building something special, and I couldn't wait to be part of it. I'm excited to bring that same energy and commercial focus to GoodPop's next chapter."

GoodPop Founder and CEO, Daniel Goetz, shares, "Shannon's experience and genuine care for the products and people she works with is exactly the combination we look for in our leaders at GoodPop. She joined Vital Farms when it was about our size and helped build it into one of the most recognized better-for-you brands in the country. I'm excited to see her bring that same energy and strategic leadership to GoodPop's next chapter as we continue to clean up a category we're all nostalgic for."

At GoodPop, Van Dyck's near-term priorities include expanding GoodPop's SKU presence within existing retailers and growing distribution across the retailers where the brand is already sold. With a portfolio spanning fruit pops, creamy treats, and other better-for-you frozen options, like patent-pending fruit sours pops and freezer pops, she sees an opportunity to bring more of GoodPop to households nationwide.

About GoodPop

Since 2009, GoodPop has been on a mission to clean up the classic treats we're nostalgic for by offering better-for-you frozen pops made of real ingredients with less sugar and nothing artificial. Their delicious and wholesome products are genuinely good, inside and out. From the high-quality ingredients they ethically source to how they take care of their partners and planet, GoodPop exists to give back to their communities one treat—and good deed—at a time. GoodPop products come in 20+ delicious flavors and are available nationwide at Whole Foods, Sprouts, Publix, Walmart, Kroger, Costco, and more.

FAQ

Who is Shannon Van Dyck?

Shannon Van Dyck is a food and beverage sales executive with more than 20 years of experience helping mission-driven brands grow. She joins GoodPop after nearly a decade at Vital Farms, where she held several commercial leadership roles, most recently serving as Vice President of Eggs Growth & Development.

Why did Shannon Van Dyck join GoodPop?

GoodPop appointed Van Dyck for her extensive experience scaling mission-driven food brands and her deep understanding of the retail landscape. Her background spans natural, grocery, mass, and digital channels, giving her a broad perspective on building sales strategies and growing brands across different retail environments.

What is her role at GoodPop?

As Senior Vice President of Sales, Van Dyck will lead GoodPop's sales strategy and commercial

growth, with a focus on expanding the brand's retail presence and distribution.

What are her priorities at GoodPop?

Van Dyck is focused on growing GoodPop's presence with existing retail partners and expanding the number of products available through those relationships. She also sees an opportunity to grow GoodPop as a brand that can appeal to all members of the household.

What products does GoodPop make?

GoodPop makes better-for-you frozen treats, including fruit pops and creamy treats, with a focus on real ingredients, less sugar, and no artificial ingredients. They're available at retailers nationwide, including Whole Foods, Costco, HEB, and more. Get the full list at <https://goodpop.com/store-locator/>.

Kristi Kleila

GoodPop

+1 516-241-3705

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