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Stryve Biltong Appoints Jaxie Alt as First Chief Marketing Officer

Accomplished CPG Marketing Executive Joins as Leading Biltong Brand Enters Rapid Growth Phase

PLANO, Texas--(BUSINESS WIRE)-- [Stryve Biltong](https://www.stryvefoods.com/), the leader in biltong snacks, announced today the appointment of its first Chief Marketing Officer, Jaxie Alt. Stryve Biltong is on a rapid growth trajectory in the meat snacks category and recently secured a series B investment in March. As the brand looks to continue to drive education, awareness and trial of Stryve Biltong, it will be increasing marketing investment.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20190320005789/en/>



"We're thrilled to welcome Jaxie to the Stryve leadership team," said Joe Oblas, co-founder of Stryve Biltong. "Her creative abilities coupled with her results-driven background and passion are exactly what we need to take Stryve Biltong to the next level."

Jaxie brings extensive food, beverage and CPG marketing expertise to Stryve, including roles at Taco Bell and over 17 years at Dr Pepper Snapple Group, where she served as Co-Chief Marketing Officer responsible for over \$8 billion in retail sales. She has a track record of delivering superior revenue and earnings growth outperforming competitors through the use of breakthrough creative, deep consumer insights, rich data analytics and innovative media strategies.

"I feel so lucky to have found a company where I believe deeply in the products, the people, and the company purpose," stated Jaxie Alt. "Stryve is on a mission to help Americans snack better by introducing them to the ultimate clean protein snack: Stryve

Jaxie Alt (Photo: Business Wire)

Biltong. It's high in protein, low in sugar, made with just a few ingredients and tastes amazing! I've loved the products and the brand since I discovered them and I am thrilled to be joining the Stryve team."

About Stryve Biltong

Stryve Biltong is the leading gourmet beef biltong company. Based in Plano, Texas, Stryve Biltong was founded by former NFL first round draft pick Gabe Carimi and sports nutrition titans Ted Casey (Founder of Dymatize) and Joe Oblas (Founder of Prosupps) to provide a convenient snack that has 0g of sugar and high levels of protein. Stryve was created with the passionate purpose of introducing delicious and nutritious snacks to help curb cravings and achieve fitness goals, while remaining all-natural with clean ingredients and no additives. Learn more by visiting our website at <https://stryvebiltong.com/>.

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