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# Grove Collaborative Appoints Jennie Perry As Chief Marketing Officer

*Leading Sustainable Consumer Products Company Hires Former Amazon Executive to Drive Marketing and Consumer Engagement*

SAN FRANCISCO--(BUSINESS WIRE)-- Grove Collaborative, the leading sustainable consumer products company that creates innovative natural products and offers a curated selection of home and personal care products, announced today the appointment of Jennie Perry as Chief Marketing Officer. Joining the executive leadership team, Perry will report to Stuart Landesberg, Co-Founder and Chief Executive Officer. In this position, Perry will lead Grove's marketing strategy and be responsible for overseeing brand strategy, creative, growth marketing, communications and consumer insights.

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

<https://www.businesswire.com/news/home/20210609005254/en/>



"Jennie is a brilliant, humble, people-oriented leader who is passionate about doing what's best for the consumer and driving sustainable innovation to transform our category into a force for good," said Stuart Landesberg, Co-Founder and Chief Executive Officer of Grove Collaborative. "With her seasoned leadership in piloting successful marketing initiatives for renowned brands, Jennie will be a powerful force as we push to bring zero-plastic and sustainable products to families across America, and to connect with consumers in new ways as we grow."

Perry is a marketing veteran with a history of building teams in high-growth e-commerce and physical environments, and holds a passion for purpose-driven brands. Prior to joining Grove, Perry spent over nine years working at Amazon, most recently as the Chief Marketing Officer of Prime

(Photo: Business Wire)

and Amazon North America, where she led Prime Day and Prime marketing globally, and led communications and media for the United States. Prior to her role in Prime, she built the first marketing organization within Amazon retail and served as Chief Marketing Officer, Amazon Fashion.

“Grove is transforming the consumer packaged goods category with our Beyond Plastic initiative, through reducing the use of plastic, reimagining product formats, and calling on industry collaboration to help solve the plastic crisis,” said Jennie Perry, Chief Marketing Officer of Grove Collaborative. “I am thrilled to join this incredible team and look forward to driving engagement with consumers and increasing awareness of Grove’s sustainable solutions.”

Earlier in her career, Perry held several marketing roles building and leading iconic brands at retail and consumer products companies including Stride Rite and Kraft Foods Group. She was also Vice President of Marketing at Gap Inc., where she led Old Navy’s marketing strategy, media, creative and ecommerce during a high-growth period for the brand. Perry graduated from the University of California, Davis with a bachelor’s degree in economics, and received her MBA from the Wharton School at the University of Pennsylvania.

### **About Grove Collaborative:**

Launched in 2016 as a Certified B Corp, Grove Collaborative is transforming consumer products into a positive force for human and environmental good. Grove creates and curates high-performing, planet-first products across household cleaning, personal care, laundry, clean beauty, and pet, serving millions of households across the U.S. With a flexible monthly delivery model and access to knowledgeable Grove Guides, Grove makes it easy for people to build sustainable routines. Every item Grove offers, from both brands they craft — like their flagship brand Grove Co., plastic-free personal care line Peach, and clean skincare brand Superbloom — and from exceptional third-party brands, has been thoroughly vetted against strict standards for clean ingredients, efficacy, sustainability, cruelty-free formulas, and ethical supply chain practices. Grove, a public benefit corporation, is on a mission to move Beyond Plastic. Grove is the first plastic neutral retailer in the world and is committed to being 100% plastic-free by 2025. For more information, visit [grove.com/beyondplastic](https://grove.com/beyondplastic).

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