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Myrtle Consulting Group Expands Expertise Leadership in Food & Beverage and Consumer Packaged Goods Sectors

Michael Neff brings extensive operational experience to fast growing firm

HOUSTON, January 7, 2019 – [Myrtle Consulting Group](#), a leading firm delivering operational value and sustainable transformations to global manufacturing, processing and distribution companies, announced today that Michael Neff joins the firm as a vice president and sector lead for food and beverage (F&B) and consumer packaged goods (CPG). With over 25 years of experience, Neff has worked with many of the world's most iconic brands including Procter & Gamble and Coca-Cola.

Prior to joining Myrtle, Neff was a managing director at Accenture and Partner at CSC in the consumer, fashion and retail segments. This included standing up a global consumer segment with responsibility to profitably sell and deliver \$720M in IT and consulting services. During his time at Procter & Gamble, Neff was instrumental in Pringles reaching profitability and \$300M in revenue after three consecutive years of loss.

“With tight margins, increasing costs and rising competition, F&B and CPG manufacturers are looking for ways to meet market demand while also running as lean and efficiently as possible,” said Edwin Bosso, Myrtle founder and CEO. “Michael's experience in these sectors and his focus on innovative strategies for operations, supply chain and product development will no doubt move the needle for Myrtle clients and are a valuable addition to our leadership team.”

About Myrtle Consulting Group

Myrtle Consulting Group drives operational transformation within manufacturing, processing and distribution organizations. Using a practical, needs-based approach, Myrtle incorporates values, methodologies, and technologies into custom solutions toward specific customer challenges that improve operational

performance and generate lasting business transformation. Learn more at www.myrtlegroup.com.

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