



POST HOLDINGS, INC.

A Post For All

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Post Consumer Brands Expands Reach: New Partnerships with Student Groups and Professional Organizations

Each year, Post Consumer Brands (PCB) welcomes a growing cohort of summer interns across various locations within the organization. The summer 2025 internship class is expected to include nearly 50 students in diverse functions such as Finance, IT, Marketing, Sales, Supply Chain, Engineering, R&D, QFS and more.

As this program continues to expand, the team recognizes the importance of partnering directly with student groups and professional organizations to reach a broader pool of talent. The PCB team has been notably successful in building relationships with groups like the Society of Women Engineers (SWE) at local universities. These close partnerships, combined with career fair activities, allow PCB team members to not only promote career opportunities but also engage with students in smaller forums such as panel discussions and group information sessions.



College and university events are important to drive brand awareness and act as a catalyst to drive applications for internships and rotational programs.

Michelle Krebs, Sr. Manager of Talent Acquisition

This past fall, the team was excited to announce the addition of two new partnerships: the **Society for Hispanic Professional Engineers (SHPE) at the University of Minnesota** and the **National Black MBA Association (NBMBAA) Twin Cities Chapter**. Each partnership requires investment from leadership and commitment of PCB Ambassadors to plan events and engage with students.

“College and university events are important to drive brand awareness and act as a catalyst to drive applications for internships

and rotational programs,” said Michelle Krebs, Sr. Manager of Talent Acquisition. “These events give students the opportunity to envision what it is like to work at Post Consumer Brands and ask questions from employees who do the work. We are grateful to have amazing partners in the business who willingly volunteer their time for these activities.”

Looking ahead, the PCB team anticipates continuing to strengthen our existing partnerships and growing that network.



8 Questions with Ciare James

Senior Vice President, Chief Marketing Officer,
Bob Evans Farms

What's your role at Bob Evans Farms and what are the main responsibilities?

In my capacity as Chief Marketing Officer for Bob Evans Farms, I have the honor of leading our organization's overall marketing strategies to build the reputation and visibility of our brands and drive consumer demand. In this role, I oversee all elements of the function to include insights mining, advertising, public relations, portfolio management, innovation pipeline delivery and the continued development of our talented team. These combined efforts help to spread the good news about our amazing portfolio of delicious foods.

Where did you grow up?

I was born and raised on the east side of Cleveland, Ohio.

What is the best part of your job?

The best part of my job is doing impactful work for brands that I believe in with colleagues whom I respect and enjoy. Having been in this industry for many years, I can say that Bob Evans Farms is one of the easiest portfolios of brands and companies to love!

What lessons have you learned that have helped you in life?

My top 3 lessons so far have been:

Both your "what" and your "how" matter. It is not enough to deliver strong results; the way in which you do so matters deeply to me. I have had the good fortune of working with amazing leaders who have role-modeled that strong ethics, good character and high integrity can go hand-in-hand with stellar business performance.

Lift as you climb. No one is on this journey of life alone. Along the way I have been fortunate to have people who have taken an interest in me, my development, my success and my wellbeing. They have advocated for me in ways both seen and unseen. When we have the opportunity to do the same for others, we should take it; there is reward for both them and us.

Focus on the work. It can be very easy to get distracted by the minor (or significant) disruptions that arise over the course of doing business day to day. Whether it be a volatile operating landscape or interpersonal challenges, there are many things that can attempt to get in between you and the goals that you set out to accomplish. It is essential to cut through the clutter and keep focused on the work at hand. This is seemingly obvious and simple, but in practice it can be quite difficult.

Why is DEI important to you?

DEI is important to me because when done well, it leads to strong results. The research is clear that it is not simply a good thing to do, it leads to differentiated results in the marketplace.

How do you promote inclusiveness?

I actively work to remind myself that my view and experience of the world is not the only one. Our understanding of both challenges and their potential solves is improved by creating safe spaces for people to bring their unique perspectives and ideas to the table. I have found that asking good questions and truly seeking to listen to and more deeply understand others helps to foster inclusive environments.

What do you think is an important trait of an inclusive leader?

Inclusive leaders are action-oriented and open to feedback. It is not enough to simply want or hope to be inclusive, we must consistently evaluate our habits and inclinations to consider how we can do more to foster inclusivity for our teams, organizations and communities.

What is your favorite Bob Evans Farms product?



Bob Evans Original Mashed Potatoes!

New Working Parents Support Group at Weetabix



JILL BILLYEALD,
Commercial Operations Manager
& Co-founder of the Working
Parents Group

In a recent Inclusion Without Exception Weetabix company survey, 74% of those completing it said that Weetabix is an inclusive place to work. While this is a good improvement from the prior year, Weetabix still has more work to do to continue to make the company an inclusive place to work.

Commercial Operations Manager Jill Billyeald found a gap area recently, which led her to build Weetabix’s first Working Parents Group. Below she shares her experience of returning to work after maternity leave and the new initiative she’s leading.

I have worked in the Commercial team at Weetabix for over 10 years; however, in spring 2022 I returned to work following a year off on maternity leave. This wasn’t my first child – I had done this all before during the pandemic; however, ironically this time, maternity leave was harder, and my experience was completely different. I had quite a complicated pregnancy and birth and postnatally I really struggled both physically and mentally. Upon my return it became clear that there were multiple returning mums across different departments, and we started to meet up informally over lunch to share stories and advice and bond. At the time this was just what we needed – a safe environment of like-minded individuals uniting, connecting and able to be our true selves.

We continued to meet regularly for a year, but I knew deep down that this could be more – more than just “returning mums” – and I had a vision to extend this concept to unite all working parents, whether that be mums, dads, grandparents, siblings or caregivers across both manufacturing and office functions. The challenge of balancing a job with raising a family is constantly evolving and I wanted to provide an inclusive and safe space for all employees at Weetabix.

In October 2024 we formally kicked off the Working Parents Support Group and this has now evolved from lunchtime meetups to monthly events involving things like sleep consultants, advice on how to manage your career and a dedicated Microsoft Teams channel

providing support, an online marketplace and recordings of all our virtual events. We are still a small community of about 20 employees, but hopefully as we continue our calendar of monthly events we will recruit and unite more people because at Weetabix we know that “Belonging Makes the Difference.”

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Jill Billyeald



**INCLUSION WITHOUT
EXCEPTION**

Post Consumer Brands: Celebrating Hispanic Heritage and Giving Back to Our Communities



Leading up to Hispanic Heritage Month, PCB's Hispanic Employee Resource Group, LEAD (Latinos Engaging Attracting Developing), put focus on community giving and support. With a dedicated group of LEAD members from PCB's National Sales team, who live, work and travel across the country, they seized the opportunity to make a significant impact in areas with a strong Hispanic presence.

Over several weeks, the team organized multiple events, including product giveaways and donations:

Big Brothers Big Sisters Backpack Event: Product donations and event sponsorship supporting low-income families and farmworkers.

JULY 22
Madera, California

Education is Power – Binational of Central California Backpack Giveaway: Product donation and event sponsorship.

AUGUST 8
Fresno, California

Canasta Familiar Food Distribution: Donation for Hispanic Heritage Month, supporting food equity in Minneapolis, St. Paul and Austin, Minnesota.

SEPTEMBER 19
CLUES Minneapolis

La Bonita Market Trunk or Treat: Product donation and community engagement with over 5,000 attendees.

OCTOBER 24
Las Vegas, Nevada

Sr. Retail Sales Representative and LEAD member Yolanda Cisneros coordinated and participated in several of these events. “It was a pleasure to be part of an event where I not only represent Post, but also see all the kids and families come to the booth with a smile,” Cisneros said.

These efforts highlight LEAD’s commitment to supporting and uplifting Hispanic communities across the country.



Supporting low-income families in Central California, the Fresno event gave away 300 backpacks filled with school supplies to kids in attendance. The team also distributed 1,100 single-serve bowl packs. Yolanda Cisneros, Manuel Castillo and Sal Diaz represented the LEAD ERG at the event.

Bob Evans Farms Celebrates Hispanic Heritage Month

Bob Evans Farms held a tasting event followed by a lunch & learn to celebrate Hispanic Heritage Month, held Sept. 15 through Oct. 15 each year.

Vice President of R&D Manuel Ortega and Sr. R&D Manager Mike Bunn planned and prepared the tasting menu.

It featured several delicious dishes that showcased Hispanic and Latino culture:

- Arroz con gandules (rice with pigeon peas)
- Birria tacos
- Chicken al pastor
- Pork carnitas
- Black beans
- Avocado crema
- Plantains (tostones)
- Tortillas
- Pico de gallo
- Guacamole
- Tres Leches Cake

While sampling these delicious dishes, attendees learned about their origins and cultural significance. Employees then grabbed their plates to enjoy a special lunch & learn, where three panelists shared their journeys and stories of heritage and community connection: Dr. Lyda Garcia (The Ohio State University), Lillian Morales-Laster (Empowering Latinas Leadership Academy) and our own Manuel Ortega.

Top photos: Bob Evans Farms team members enjoying several delicious dishes showcasing Hispanic and Latino culture.

Bottom photo: A special lunch & learn with panelists sharing stories of heritage and community connection.

