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Sprouts Farmers Market hires new SVP, chief marketing officer

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Sprouts Farmers Market, one of the largest and fastest growing specialty retailers of fresh, natural and organic food in the United States, hired Alisa Gmelich as the company's senior vice president, chief marketing officer. She will oversee Sprouts' marketing, advertising and customer engagement.



“We’re thrilled to welcome Alisa to the Sprouts team,” said President and Chief Operating Officer Nick Konat. “Her experience in building brands and growing customer engagement will be instrumental in shaping Sprouts’ marketing strategy to support our expansion and deepen loyalty with our customers.”

Gmelich brings more than 25 years of experience in brand development, marketing strategy and customer loyalty to Sprouts. She most recently served as chief brand officer at Auntie Anne’s. Prior to joining Auntie Anne’s, Gmelich spent over 15 years in the restaurant industry where she held various positions, including vice president of marketing at IHOP, where she spearheaded its customer growth strategy, national programs and menu innovation. Before that, she led a marketing team for Burger King Corp. as director of U.S. sales, field marketing, driving local and national marketing initiatives. She earned a bachelor's degree in business administration and art history from University of California-Riverside.

“I am extremely humbled to join Sprouts, a brand that I’ve long admired for innovation and purpose,” said Gmelich. “Providing communities access to healthy, affordable foods is more important today than ever before, and I look forward to helping the brand connect even further with customers nationwide in meaningful ways with the products they need and desire.”

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