



Press Release

FOR IMMEDIATE RELEASE

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Shaping Tomorrow's Scent & Flavor Innovation: Bell Flavors & Fragrances Celebrates Promotions and New Additions to Fuel Continued Growth

Industry-Leading Expertise Primes the Global Flavor & Fragrance Company for Future Success

NORTHBROOK, Illinois – March 4, 2025 – Bell Flavors & Fragrances, Inc. (Bell) is pleased to unveil key leadership transitions and new additions within the company's U.S. Flavor Sales, Fragrance Sales, Fragrance R&D, and Marketing teams at its global headquarter in Northbrook, IL.

"It is my pleasure to announce new talent leading Bell's Culinary and Savory Applications team. Mark Sobczak and Jaime Mestan are respected industry leaders with a keen customer focus and proven history of designing consumer delight. I look forward to their contributions to Bell's century-long flavor expertise as they elevate their team and our customer successes to even higher levels," exclaims Ron Stark, President & CEO.

FLAVOR DIVISION



Mark Sobczak has joined Bell as the Vice President of Savory and Culinary.

In his new role, Mark will leverage his 25+ years of culinary experience to lead Bell's Meat & Savory team, driving strategic innovation and enhancing savory offerings through new flavor development, creative applications and utilization of BellTech™ flavor technologies.

Mark earned his bachelor's degree in hospitality management from Kendall College.



Jaime Mestan has joined Bell as the Director of Culinary for savory applications.

In her new role, Jaime will manage Bell's Savory Applications team and develop cutting-edge, savory creations utilizing Bell's flavors and BellTech™ flavor technologies that inspire clients to push the boundaries of innovation.

Jaime is a Certified Research Chef and earned her bachelor's degree in culinary arts and hospitality management from Kendall College. She recently served as the past President of the Research Chefs Association.



Craig Dunlap has been promoted to Director of Flavor Sales.

In his new role, he will guide the strategy and growth of Bell's flavor sales operations with a focus on sales performance, process optimization, and interdepartmental collaboration.

Craig earned his Master of Business Administration degree in business administration and marketing from the Indiana University Kelley School of Business and a Bachelor of Science degree in food science from the University of Delaware.



Jared Hamill has been promoted to Director of Flavor Sales.

In his new role, Jared will manage flavor sales performance, supporting the Flavor Sales team with transparent analytics and driving collaboration across departments.

Jared earned his Master of Business Administration degree in business administration and management from the Naveen Jindal School of Management and a Bachelor of Science degree in biology and chemistry from Stockton University.

FRAGRANCE DIVISION



Rose Casanova-Gugliotta has been promoted to Senior Director of Fragrance Evaluation.

In her new role, Rose will continue to lead the Fragrance Creative R&D team, refine Bell's olfactive strategy, and drive creative excellence.

Rose earned her Bachelor of Science degree in chemistry from Hofstra University and a Master of Science degree in biochemistry from Northwestern University.



Traci McClung has been promoted to Director of Fragrance Sales.

In her new role, Traci will focus on talent development and strategic planning to drive continued growth of the Fragrance Sales department.

Traci earned her Bachelor of Science degree in education from the University of Arkansas.

FRAGRANCE MARKETING




Renee King has been promoted to Senior Director of Fragrance Marketing.

In her new role, Renee will oversee marketing initiatives, drive innovative campaigns and refine Bell's fragrance and botanical strategy in close collaboration with Bell's Fragrance Sales and Fragrance Creative R&D team.

She earned her Master of Science degree in cosmetics and fragrance marketing from the Fashion Institute of Technology.

Stark adds, "Craig Dunlap, Jared Hamill and Traci McClung will lead a team of sales executives with a focus on growing our customers' value, pipeline, and sales through impactful and personalized customer experiences that compound commercial success."



“And finally, Rene King and Rose Casanova-Gugliotta will lead their teams to support Bell’s North American fragrance business in continuing their successes, seeking and implementing value-added services that advance customer wins with their audience,” remarks Stark.

These leadership appointments underscore Bell’s commitment to excellence, innovation, and customer partnerships across the company’s Flavor and Fragrance divisions. With their expertise and vision, Bell is poised to drive growth, strengthen relationships, and shape the future of taste- and scent-driven experiences.

For more on Bell Flavors & Fragrances, visit www.bellff.com or follow Bell Flavors & Fragrances on [LinkedIn](#), [X](#), and [Facebook](#).

For media requests, please contact [Kelli Heinz](#), Vice President of Marketing & Industry Affairs.

About Bell Flavors & Fragrances:

Bell Flavors & Fragrances, Inc. is a leading supplier of flavors, fragrances, botanical extracts and ingredient specialties to the food and beverage industry, as well as the household care and personal care industries, offering over 110 years of exceptional customer service and experience. Bell has 11 manufacturing plants worldwide including the United States, Canada, Mexico, Colombia, Brazil, Germany, India, Singapore, Malaysia, and China, with sales offices in more than 60 countries. Bell’s global presence allows flexibility in the world marketplace while constantly responding to emerging industry trends with solutions that bring added value and business opportunities to our customers. www.bellff.com

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