



Press Release

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Bell Flavors & Fragrances Names Kelli Heinz as Chief Marketing Officer

*Kelli Heinz to Unify Brand Storytelling and Lead Marketing Innovation
and Communication Across Global Categories*

NORTHBROOK, Illinois – October 22, 2025 – Bell Flavors & Fragrances, Inc. (Bell) proudly announces its new Chief Marketing Officer at its Northbrook, IL-based headquarter, former Vice President of Marketing & Industry Affairs, Kelli Heinz.

“Kelli’s appointment as Bell’s Chief Marketing Officer marks how proud we are to recognize Kelli’s dedication and we look forward to the impact she’ll continue to make in this new role,” states Ron Stark, President & CEO.

Kicking off her career in 2006 as a Marketing intern and working her way up the ranks, Kelli brings nearly 20 years of extensive experience in the flavor and fragrance industry. Kelli was recently appointed as the Flavor Extract Manufacturers Association of the United States (FEMA) President for the 2025-2026 calendar year having served on the FEMA Board of Governors since 2019.

In addition to her FEMA involvement, she has served 13 years on the Board of Directors for the Women in Flavor & Fragrance Commerce’s Chicago Chapter and currently represents the Chapter as President as a member of the national board. Since 2018, Kelli has sat on the Board of Directors for the Fragrance Creators Association and the Harvard Business School Club of Chicago.

In her new role, Kelli will continue to lead the U.S. Marketing team, guiding brand strategy, communications, and creative storytelling, and aligning Bell’s annual Spark Trends program to current global happenings. Across the broader company, Kelli will enhance cross-regional marketing category insights sharing, spearhead the rebranding and rollout of a new digital platform for Bell’s customers and collaborate closely with Bell’s global marketing leaders to elevate the company’s digital customer experience worldwide.



“It’s an incredible honor to step into the role of Chief Marketing Officer at such a pivotal time in Bell’s journey. Having grown with this company for nearly two decades, I’m deeply passionate about our brand, our people, and the customers we serve. I look forward to unifying our global marketing efforts, strengthening our brand storytelling, and driving innovation that enhances the customer experience across every touchpoint.” – Kelli Heinz, Chief Marketing Officer



Bell congratulates Kelli on her remarkable career achievement and celebrates her longstanding commitment to global marketing excellence and the company's representation in flavor and fragrance industry affairs.

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](#), Chief Marketing Officer.

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 14 full-service manufacturing plants worldwide, with sales and creative centers spanning four continents and 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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