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FRS appoints chief marketing officer

OCTOBER 20, 2011 | BY MICHAEL JOHNSEN

FOSTER CITY, Calif. — The FRS Co. on Thursday named Matt Kohler chief marketing officer.

"Matt has a deep understanding of consumers and the CPG industry and an impressive track record for creating and executing world class marketing," stated Carl Sweat, president and CEO of the FRS Co. "We are thrilled to have Matt on board. His experience with both billion dollar brands and high-growth startup companies will enhance the strength of our marketing and leadership teams."

In his new position, Kohler will oversee global marketing efforts including brand strategy, product innovation, advertising, promotions, social media and event marketing. Kohler will report directly to Sweat.

"This is an exciting time to join FRS. The company's FRS Healthy Performance line of products is strongly positioned for growth," Kohler said.

Prior to joining FRS, Kohler served as VP marketing at Green Dot Corp., a provider of financial services. Kohler led all marketing activities for the Green Dot brand from its entrepreneurial growth stage through a successful IPO.

Previously, Kohler worked in brand management at The Clorox Company, where he was responsible for the company's bleach brand. There, Kohler successfully launched Green Works, an innovative line of "green" plant-based cleansers, from concept to commercialization and the first new brand launch for Clorox in more than 20 years. Kohler has worked nationally and internationally for such leading brands as Coca-Cola and Johnson & Johnson. Kohler received an MBA from Harvard and a BA from American University.

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