



Michele Moran

Director of Marketing & New Product Development
Hoffmaster Group, Inc.

As Director of Marketing & New Product Development at Hoffmaster, Michele Moran is responsible for the company's new product ideas, development and launch. She is also responsible for leading the product team for Hoffmaster and Aardvark.

Hoffmaster is a leader in premium foodservice disposables which service the restaurant, hotel, healthcare and catering industries with clean, and premium disposable solutions. Aardvark is premium made in the USA straw company offering printed straws and bendable Eco-Flex® paper straws.

Since joining Hoffmaster in 2009 she has held several roles with increasing responsibility in marketing, product development and sourcing. She began her career at Oshkosh B'Gosh as a product manager.

Moran has served on the board for the Salvation Army and has been involved in her church. She holds a Bachelor of Science degree in Fashion Merchandising and Business from the University of Wisconsin-Stout.