

## Contact

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## Top Skills

Consumer Products

Business Analysis

Brand Management

# Jim Burns

Entrepreneur & Investor

United States

## Summary

Formerly CEO and co-owner of US subsidiary of Chipita S.A., Epta America, LLC. Exited in 2021 as part of Mondelez's \$2B acquisition of Chipita S.A. Grew sales more than 17x from 2014 to 2022, significantly improved EBITDA margin (to profitability) and led expansion into retailers like 7-Eleven, Walmart and Costco. Oversaw all aspects of our partnership formation with Chipita S.A. (including M&A and supplier agreements).

7Days™ is the world's #1 croissant.

The brand is carried at these industry-leading retailers: Walmart, 7-Eleven, HEB, Costco (Northeast), RaceTrac, Sheetz, Rutter's, Circle K, Dollar Tree, Family Dollar, Travel Centers of America, Food Lion, DECA, Hudson News, Cibo, Quick Chek, Chevron Extra Mile, GetGo, and many, many more retail locations.

7Days US is now part of Mondelēz International, Inc. The brand is part of their NA Ventures unit, which is also home to Tate's Bake Shop, Perfect Snacks and others.

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## Experience

Mellone Wholesale Produce

Partner

July 2023 - Present (1 year 5 months)

Hackensack, New Jersey, United States

Since 1938, Mellone Wholesale Produce has been delivering exceptional customer experience to restaurants, country clubs, hospitals, nursing homes and other commercial accounts.

[www.mellone.com](https://www.mellone.com)

Bespoke USA

## Member

May 2023 - Present (1 year 7 months)

New York City Metropolitan Area

Bespoke USA is the US subsidiary of Bespoke SA, owner of ION chocolate and Ambrosia hummus and prepared Greek meals.

## Abstinence Spirits

Seed Investor

June 2022 - Present (2 years 6 months)

## Sustain.Life

Seed Investor

September 2021 - Present (3 years 3 months)

## LevPro.ai

Seed Investor

October 2020 - Present (4 years 2 months)

## 7 Days - EPTA America LLC

CEO

June 2015 - May 2023 (8 years)

Greater New York City Area

## Unilever

Brand Management

2013 - 2015 (2 years)

Englewood Cliffs, NJ

Axe® Haircare, Clear® Haircare and Lipton® Tea

## Chipita S.A

Sales

2009 - 2011 (2 years)

Chipita America, Inc. was the producer of New York Style Bagel Crisps®, Old London Melba Toast® and 7 Days Croissant™.

Formerly Nonni's Food Co.

## Deloitte

Consultant

2008 - 2009 (1 year)

Global Mobility Group within Deloitte Tax, LLP

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## Education

Cornell University - Johnson Graduate School of Management  
MBA · (2011 - 2013)

Hamilton College  
BA, Economics · (2004 - 2008)

St. Joseph Regional High School  
· (2000 - 2004)