



Investor Relations | Smithfield Foods USA, Global Food Company

Smithfield Foods Names Tim Zimmer Chief Marketing Officer

SMITHFIELD, Va., Dec. 05, 2016 (GLOBE NEWSWIRE) -- Smithfield Foods, Inc. announced today the appointment of Tim Zimmer to Chief Marketing Officer. In this role, Zimmer will lead Smithfield's brand strategy for Smithfield®, Eckrich®, Nathan's Famous® and all other brands in the company's portfolio. He will be responsible for domestic marketing activities across all channels for Smithfield's Packaged Meats Division.

"The position of Chief Marketing Officer could not be more important at this point in our transformation into a leading consumer packaged goods and protein company," said Kenneth M. Sullivan, president and CEO of Smithfield Foods. "With an extensive background in the food industry and a solid understanding of our business, Tim Zimmer has a proven track record and is the right person to expand and enhance Smithfield's marketing efforts."

Zimmer joined Smithfield in 2011 as a senior vice president of sales and business development. He was later named senior vice president of retail and foodservice sales.

"I am eager to step into this new position and continue to work with our innovative and talented teams," said Tim Zimmer, chief marketing officer for Smithfield Foods. "I have a strong passion for supporting and growing our trusted and well-loved family of brands. This is an exciting time for Smithfield and I am ready for the opportunity to implement successful strategies that will further transform our brand portfolio."

Prior to joining Smithfield, Zimmer held sales and marketing roles of increasing responsibility at Nestlé, Kraft Foods and Sara Lee Corporation. He earned a bachelor of business administration from the University of Texas — Arlington and a master of business administration with an emphasis on finance and business strategy from Wake Forest University.

About Smithfield Foods

Smithfield Foods is a \$14 billion global food company and the world's largest pork processor and hog producer. In the United States, the company is also the leader in numerous packaged meats categories with popular brands including Smithfield®, Eckrich®, Nathan's Famous®, Farmland®, Armour®, Cook's®, John Morrell®, Gwaltney®, Kretschmar®, Margherita®, Curly's®, Carando®, Healthy Ones®, Krakus®, Morliny® and Berlinki®. Smithfield Foods is committed to providing good food in a responsible way and maintains robust animal care, community involvement, employee safety, environmental and food safety and quality programs. For more information, visit www.smithfieldfoods.com.

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