The People Behind The Plants: Our Internal Experts

RIC SCALZO
PRESIDENT, CEO & FOUNDER
As one of North America’s most respected herbalists and botanical researchers, Richard “Ric” Scalzo has over 25 years of clinical and practical experience with herbal medicines. As an innovator and pioneer in the herbal products industry, he is a leading authority on the cultivation of herbs, extraction processes, traditional herbal therapies, and more. He regularly teaches herbal classes, interfaces with the media and lectures nationally on herbal topics. Ric founded Gaia Herbs in 1987 in Massachusetts then in 1996 moved the company to its current location in western North Carolina. He is deeply committed to the natural products industry, as evidenced by his founding of Earth Renewable Technologies – a research collaboration focused on the development of all-natural plant-based biopolymer packaging solutions. Mr. Scalzo holds an honorary Doctorate in Naturopathic Sciences from the Southwest College of Naturopathic Medicine in Tempe, Arizona and received a Master Herbalist degree in 1982 from the School of Natural Healing. His industry leadership positions include: Chairman of the Board - Gaia Herbs Inc.; Board Member of CIRENAS (www.cirenas.org) and Golden Courage International (www.goldencourage.com); and Advisory Board Member of the American Botanical Council (www.herbalgram.org). Publications where Ric was a primary or contributing author include Herbal Solutions for Healthy Living, the Protocol Manual of Botanical Medicine for Health Professionals, Traditional Medicines from the Earth, and most recently, Meetings & Awakenings – the coevolution of Plants & People.

BILL CHIOFFI
DIRECTOR OF HERBAL EDUCATION
Bill Chioffi has worked extensively in the natural products industry for 18 years. He began by working for Bread and Circus in Boston as the Herb Buyer in 1992 and then for Alfalfa’s Market in Colorado before moving to North Carolina in 1997 to join Gaia Herbs. His career at Gaia has provided him broad experience, ranging from Production Manager to Regional Sales Management. Currently, as the Director of Education, Bill travels throughout the United States teaching herbal medicine, training sales associates and working with Health Practitioners. He has studied therapeutic protocols for many common health disorders over the last 15 years at the Medicines from the Earth Symposium and independently with naturopathic physicians and herbalists. He received his bachelor’s degree from the University of Vermont in 1991, then studied herbalism and taught English in Eastern Europe.
JACKIE GREENFIELD

VICE PRESIDENT OF GLOBAL SOURCING & SUSTAINABILITY

From the islands of Vanuatu to the mountains of the Himalayan, Jackie Greenfield works directly with certified organic growers and ecologically sensitive wild harvesters, procuring raw materials for Gaia Herbs, Inc. Ms. Greenfield is a member of Gaia Herbs’ Quality Assurance team, involved with the implementation of the current GMP practices. She assists with the company’s 250-acre certified organic medicinal herb farm, as well as consults with growers who are transitioning to organics or growing medicinal herbs. Ms. Greenfield holds a Masters degree in Biology, a Bachelors degree in Natural Sciences, and brings over 25 years of organic expertise, from running her own organic farm to conducting research at North Carolina State University on medicinal herbs and woodland botanicals. She has authored publications on growing and marketing medicinal herbs; taught courses in organic production and sustainable wild-harvesting; and has served on several non-profit boards, including organic and sustainable farming organizations, natural products associations, and native plant societies. She is currently on the boards of the American Herbal Products Association (AHPA) and AHPA’s Foundation on Education and Research for Botanicals. Current projects include oversight of Gaia’s Green Business and Energy Programs, coordination of the CSA Food Program for Gaia employees and local soup kitchen, and development of a US Grower Network for Production of Asian Botanicals.

ANGELA GUERRANT

VICE PRESIDENT OF SALES

Angela Guerrant is a veteran in the natural products industry with over 16 years of service. She currently serves as the Vice President of Sales for Gaia Herbs and sees her role at Gaia as the culmination of a love affair with the natural products industry, which began when she was 16 years old working in the supplement aisles of her local health food store, and continues to this day. Angela spent the first 8 years of her career leading operations for a chain of natural products stores, which imbued her with a strong sense of how to create successful retail/manufacturer partnerships, and a crucial understanding of the important work that takes place on the floor of natural products stores nationwide. Prior to joining Gaia, Angela served as Director of Sales for Enzymatic Therapy. Her tenure at ET was spent building national and regional retail partnerships, supporting and empowering the sales team, and celebrating strong sales and best practices. She is a passionate advocate for the change that enlightened choices in consumerism can bring, and believes that we each have a powerful role in that mission.

ANN GRIFFEN BUCHMAN

VICE PRESIDENT OF MARKETING

Ann Buchman joined Gaia Herbs as a consultant in 2006 to direct the company’s first-ever large scale consumer and trade marketing program. She then assumed the role of Vice President of Marketing, creating a department that would help lead Gaia Herbs efforts to speak clearly, truthfully, and with purpose about the company mission and products. With a passion for market research, strategic branding, and new product development, Ann has helped launch more than 50 new items at Gaia and championed the company’s comprehensive rebrand which introduced the industry-first MeetYourHerbs® platform. Prior to joining Gaia, Ann’s 20 year marketing and management career spanned the gamut of Fortune 500 consumer products companies to technology start-ups and corporate spin offs. She was a senior marketing executive with Nestle Foods, McCormick & Company, and Laureate Education and was a Packaging Engineer at Eastman Kodak Company. She also founded and was Managing Partner of two strategic marketing consulting firms that served dozens of clients in the food, beverage, healthcare, education and non-profit industries. A year-long cross-country exploration with her husband led Ann to the beautiful North Carolina valley where Gaia Herbs is headquartered and she makes full use of the area for her non-work related passions – running, hiking, kayaking, and gardening. Ann has a Bachelors Degree in Engineering and a Masters Degree in Acupuncture.