



ADVANTAGE WAYPOINT APPOINTS KEVIN O'BEIRNE AS PRESIDENT

October 31, 2013 – Tampa, FL – Advantage Waypoint announces that Kevin O'Beirne will assume the new role of President, effective November 1, 2013.

Previously an executive with Innovative Concept Group, Inc., O'Beirne was a key driver in establishing Advantage Waypoint (AWP) in December 2011. His leadership has significantly contributed to AWP's early and continued success as the nation's largest foodservice sales and marketing agency.

O'Beirne was most recently AWP's Executive Vice President, where he successfully led the company's sales and support operations and was integral in developing its exclusive go-to-market strategy. His relentless focus on the client/customer experience has distinguished AWP as the industry's premier agency.

Beginning his career with Kraft Foodservice, O'Beirne has held progressive senior leadership roles in top foodservice companies throughout his career, which all helped prepare him for this role. "Kevin's deep industry knowledge and unique blend of broker and distributor experience make him the ideal President to enhance and execute our growth strategy. As President, he will provide broader leadership to the organization and will keep pressing us forward," said Bud Taylor, AWP's Chief Executive Officer. O'Beirne will continue to report directly to Bud Taylor, CEO.

O'Beirne earned his Bachelor of Science degree in Business Administration from the University of Tennessee – Knoxville.

###

