

THE CSR GROUP, LLC

LEE VALKENAAR

Lee Valkenaar has built a successful career on the belief that high quality relationships *are* the bottom line. In a competitive, price-driven industry, he has risen into a leadership role and contributed to the growth of the world's largest natural foods company by simply focusing on what matters most—people.

Valkenaar currently serves as Co-Chair of the Whole Planet Foundation, Whole Foods Market's non-profit organization dedicated to micro-credit loans in developing communities around the globe. Prior to moving to Whole Foods Market's non-profit, he served in multiple Leadership roles, most recently as Whole Foods Market Executive Vice President of Global Support and Chief Executive Officer for Whole Planet Foundation.

After joining Whole Foods Market in 1987, Valkenaar was consistently promoted from team leader to the executive level within less than 10 years. During that time, he sought out increasingly more complex challenges, greater responsibility, while continuously achieving excellence.

Lee sits on the Board of Directors for the following organizations: Organic Farmers Research Foundation (OFRF) a non-profit organization; Blue Avocado - a mission driven, triple bottom line manufacturer of reusable grocery bag systems; Volunteer Spot - an online, volunteer organizing & coordinating service that offers multiple solutions to the traditional volunteering hassles.

Lee is a member of the Advisory Board for The CSR Group, LLC as well as HUGO NATURALS, a manufacturer of high quality all natural body care products.