



News Release

FOR IMMEDIATE RELEASE

HERO SELECTS JODI BERG AS RECIPIENT OF THE JERRY NOYCE EXECUTIVE HEALTH CHAMPION AWARD

EDINA, Minn. (September 29, 2016) — HERO (the [Health Enhancement Research Organization](#)) announced today that Jodi Berg, president and CEO of Vitamix, has been named the recipient of the 2016 [Jerry Noyce Executive Health Champion Award](#).

The award recognizes a person of senior leadership status who has made outstanding contributions toward the advancement of employee health management within their company, and acknowledges the significant role leadership plays in establishing and maintaining a culture of health in the workplace. It's one of four HERO Workplace Health and Well-Being Awards given annually to honor dedication and commitment to the field, and acknowledge outstanding achievements.

"Jodi Berg's passion for vitality and well-being has transformed Vitamix and its growing workforce," said [Paul Terry, president and CEO of HERO](#). "She's simultaneously coach, visionary strategist and cheerleader, and a role model for other executives who are serious about building a vibrant culture of health in their organizations."

After becoming Vitamix's fourth-generation president in 2009, and chief executive in 2011, Berg led the organization in creating a new vision focused on improving the vitality of people's lives, resulting in a revenue increase of more than 300 percent. The company's employee workplace wellness program strives to create a culture of health and wellness to help every Vitamix employee reach their personal health and fitness goals. The results have been dramatic, including a reduction in medical care and prescription drug costs, and improvements in biometric results.

Berg is personally committed to fighting childhood obesity and helping children learn to love and crave whole foods to aid them in living longer, healthier lives. She often uses public speaking opportunities to promote this cause, and has been a vocal and passionate advocate of "Healthy Cleveland," the City of Cleveland initiative sponsored by Mayor Frank Jackson to reverse health disparities in the city. Berg led a corporate initiative to partner with "Healthy Cleveland" to provide healthy food to children at various Cleveland recreation centers during the summer months.

Berg was named the 2014 EY Entrepreneur of the Year National Family Business Award winner in recognition of her success in transforming the organization into a global brand.

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About HERO

Based in Edina, Minn., the Health Enhancement Research Organization (HERO) is a not-for-profit, 501(c)3 corporation that was established in 1996. HERO is dedicated to identifying and sharing best practices that improve the health and well-being of workers, their spouses, dependents and retirees. To learn more, visit www.hero-health.org. Follow us on [Twitter](#) @heroehm or [LinkedIn](#).

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