



## NINA BARTON

### Director

Nina Barton was appointed to Cedar Fair's board of directors in 2023 and serves as a member of the Audit Committee. She is a seasoned consumer brand and e-commerce leader with more than two decades of experience accelerating consumer businesses.

Nina has a consistent record of creating and building brands, leading successful turnarounds, and growing profitable businesses in the U.S. and globally against intense competition. She was most recently the CEO of Vytalogy Wellness, a modern wellness company that fuses science and quality ingredients to create highly efficacious products that make a transformative impact on consumers' lives. In this role, Nina was responsible for leading the company's more than 600 employees and driving the strategy and growth of its award-winning vitamin and supplement brands, Natrol and Jarrow Formulas.

Throughout Nina's 27-year career in the CPG space, she's been involved in growing dozens of successful brands, especially in her last role as Global Chief Growth Officer at The Kraft Heinz Company where she was responsible for leading the company's global strategy, including eCommerce, R&D and marketing. Prior to her 10-year tenure at Kraft Heinz, Nina held several other positions of increasing responsibility at Johnson & Johnson, L'Oréal and Procter & Gamble.

In 2003, Nina attained her Master of Business Administration degree in strategy from The Wharton School of the University of Pennsylvania. She completed her Bachelor of Commerce degree in marketing and finance at McGill University, Canada.