



LEADERSHIP



AARON GILLESPIE, PRESIDENT

Aaron started working in bakeries at a young age as the son of Bakers Delight co-founders Roger and Lesley Gillespie. When BD opened its first location in Canada in 2003, Aaron supported the COBS Bread brand as Regional Director. He became Vice President on September 1, 2009 and became President on March 31, 2014.



JOHN GILSON, VICE PRESIDENT PROPERTY

John joined COBS Bread as Director of Property Purchasing & Franchising on March 6, 2006, and became Vice President on September 1, 2009. Prior to his time at COBS Bread, John was a Commercial Real Estate Broker at CBRE Vancouver, 7 years, and Director of Real Estate at Pizza Hut in UK, 8 years.



TRACY STEINWAND, VICE PRESIDENT OPERATIONS AND TRAINING

Tracy Steinwand joined COBS in 2022 as the Vice President of Operations and Training, extending her career with other market-leading brands. She leads the Global Operations and Learning and Development teams for Subway restaurants, as well as several other leadership roles across Australian, Canadian, and US markets.



DONNA THURBER, VICE PRESIDENT FINANCE

Donna joined COBS Bread in January 2024 as the Vice President of Finance, with responsibility for all finance functions in North America. From 2017 – 2023, Donna held senior finance positions at Saje Natural Wellness, including financial planning & analysis, financial reporting, treasury and tax, supporting the company's strategy and growth plans. Prior to this, Donna trained as a Chartered Professional Accountant at PricewaterhouseCoopers, in Vancouver, BC, before flying across the pond and spending four years in the UK at various consumer retail brands.



PETER FURNISH, VICE PRESIDENT MARKETING

Peter started with COBS Bread in March 2024 as the Vice President of Marketing and is responsible for leading COBS brand, loyalty, and creative strategies for Canada and the US market. He was previously part of the Starbucks Canada Canadian Leadership team, where he led Marketing and Product efforts for Canada. Peter has a passion for consumer-centric brands, and has also worked on Canadian favourites such as Cineplex, Virgin Mobile, Budweiser, and Disney.

