



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.



VEVETTE VILLAHERMOSA, DIRECTOR OF PEOPLE & CULTURE

Vevette Villahermosa joined COBS Bread in 2019 where she brought with her 17 years of experience in marketing and consumer loyalty at major Canadian brands such as Loblaw Companies Ltd, Canadian Tire Ltd, LoyaltyOne, and TELUS Communications. With a strong understanding of tailoring marketing strategies to customers and a natural passion for developing people across the support team, Vevette embarked on a career transition into People & Culture in 2023. Now, as Director of People & Culture, Vevette leads COBS Bread's efforts in cultivating a performance culture across the organization, implementing strategies for each of our People audiences – franchisees, sales staff, bakers, and support team – and ensures that COBS' People are performing at their best to deliver the best results for our bakeries.



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.



DAN GRAHAM, DIRECTOR OF INNOVATION, QUALITY AND SUPPLY CHAIN

Dan Graham brings a wealth of financial expertise to his role, rooted in his background as an accountant. His professional journey encompasses extensive experience in Consulting, Business Advisory, and Accountancy, spanning both public practice and private enterprise. Since relocating to Vancouver in 2005, Dan has been an integral part of COBS Bread's senior team. In his multifaceted role, he has spearheaded crucial functions, including Finance, IT, Marketing, Business Development, led Commercial and Retail Operations, and currently heads the Innovation, Quality and Supply Chain teams. Dan's strategic leadership has significantly contributed to COBS Bread's success within the North American operations of the Melbourne-based Bakers Delight.



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.



LIGIA COSTA, DIRECTOR OF IT, NORTH AMERICA

Ligia Costa started with COBS Bread in November 2022 and has extensive experience across different industries in global leading companies. With over 15 years of experience in the IT sector, she brings a strong background of IT best practices and standards, and the implementation of transformational programs. As the Director of IT for North America, she is an enthusiastic leader focusing on harmonizing technology with business strategy, positioning IT not just as a support function but as a central element in realizing the company's business goals.