



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.



VEVETTE VILLAHERMOSA, DIRECTOR OF PEOPLE & CULTURE

Vevette joined COBS Bread in 2019, bringing 17 years of experience in marketing and consumer loyalty at major Canadian brands such as Loblaws, Canadian Tire, LoyaltyOne and TELUS. With a passion for developing people, Vevette transitioned to Director of People & Culture in 2023. Vevette now leads efforts to foster a performance-driven culture and boost engagement across franchisees, sales staff, bakers, and the support team.



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 Bread's 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 brings deep financial expertise to his role, with a background in accounting and extensive experience in consulting, business advisory, and accountancy. Since relocating to Vancouver in 2005, Dan has been a key part of COBS Bread's senior team, now leading 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 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.



ROBBIE SANGHA, VICE PRESIDENT OF GROWTH

Robbie started with COBS Bread in January 2025 as Vice President of Growth, and is responsible for leading COBS Bread's real estate, construction, design and franchisee recruitment for Canada and US market. Robbie was previously part of Apple retail real estate and development team, leading capital reinvestment globally. Robbie has previously worked for Best Buy and McDonalds Restautant's in Canada.