



## **Nicki Briggs**

*Vice President, Corporate Communications*

Nicki Briggs serves as Vice President of Corporate Communications at Perfect Day, a consumer biology company on a mission to create a kinder, greener tomorrow by developing new ways to make the foods you love today — starting in the dairy aisle. In her role, she leads the company’s corporate communications function, responsible for consumer public relations, government and industry relations, corporate social responsibility, and employer brand creation.

Nicki brings over a decade of communications expertise in the food industry, having driven internal and external communications strategies for top brands in food innovation. She marries her passion for nutrition, and perspective as a registered dietitian nutritionist, with her leading understanding of crafting brand stories for the key stakeholders which promote corporate reputation and success.

Nicki joined Perfect Day from NEAR BOIL Brand Communications, a strategic consultancy she founded to advise CPG, hospitality, and NGO clients on brand communications leadership. Prior to founding NEAR BOIL, Nicki served as CMO for Lazarus Naturals and Lavva and as Chief Communications Officer for Chobani. She serves on the Board of Advisors for Banza, a food company on a mission to increase the consumption of legumes.

Nicki has been recognized for her innovative approach to communications and ability to drive results, including being named to PRWeek’s 40 Under 40 list in 2013 during her time with Chobani, for her contributions to the company’s “meteoric rise.” She has a proven ability to tell stories which resonate across key audiences—from employees to investors to consumers to regulators to nutritionists and beyond.

Nicki earned a MS in Nutrition Communications from Tufts University. She is passionate about the future of animal-free dairy and, with the rest of the Executive Leadership Team, is driving Perfect Day to its vision of building a more equitable, resilient, and diverse food system for all of us.