



Press Release

FOR IMMEDIATE RELEASE:

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Handy Seafood Appoints Doug Santschi as Chief Commercial Officer



Salisbury, MD – July 21, 2025 – Handy Seafood today announced the appointment of Doug Santschi as its new Chief Commercial Officer (CCO), effective immediately. Doug Santschi will be responsible for managing the company's core business functions and driving strategic initiatives to drive growth.

Doug Santschi brings two decades of extensive multi-channel business unit leadership experience in the consumer goods industry to Handy Seafood. His expertise spans crucial areas including P&L management, business strategy, brand building, supply chain optimization, pricing, sales, and innovation.

"We are incredibly excited to welcome Doug Santschi to our leadership team," said Todd Conway, CEO of Handy Seafood. "Doug Santschi's impressive track record of operational excellence and strategic leadership at large public corporations and in private equity turnarounds makes him the ideal person to guide our commercial team as we continue to scale and innovate. His deep understanding of the consumer goods landscape will be invaluable."

Most recently, Doug Santschi served in various leadership roles at Tyson Foods, where he led multi-billion dollar business units within the Prepared Foods division. Prior to Tyson, Doug Santschi held a pivotal role at AdvancePierre Foods, a private equity-owned company that successfully completed an IPO and was later acquired by Tyson Foods. He also honed his strategic and marketing skills through various brand management positions at H.J. Heinz Company.

Doug Santschi earned his Master of Business Administration from Duke University's Fuqua School of Business. He also holds a Bachelor of Arts in Economics from Davidson College.

• 130 Years of Quality Seafood •

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"I am thrilled to join Handy Seafood at such an exciting time," said Doug Santschi. "I look forward to leveraging my experience to contribute to the company's continued success and growth."

About Handy Seafood

Handy Seafood is a family-owned seafood company with over 130 years of experience in processing premium seafood. The company specializes in crab cakes, premium crab meat, soft shell crabs, and specialty shrimp products. For more information, visit: www.handyseafood.com

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