



# Press Release

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## **Patrick George Appointed Vice President of Engineering at Borden Dairy**

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DALLAS, TX, July 23<sup>rd</sup>, 2018

Borden Dairy Company, a heritage American brand and a leading U.S. dairy processor and distributor, today announced that Patrick George has been appointed to the newly created position of VP of Engineering.

George comes to Borden from Dr Pepper Snapple Group, where he served as the Director of Engineering for 12 years. In that role, George was responsible for the design and commercialization of new initiatives, designing and implementing cost savings, and equipment and package redesign. Previously, he spent a decade at Western Container.

As Vice President of Engineering, George will be responsible for developing and driving functional excellence within Borden's capital investment strategy and fixed asset management. He will also partner with the Operations and Distribution teams to drive reliability and create efficiencies in order to serve customers with excellence. "I'm really excited to get to work at Borden," said George, "This company is growing and innovating and there's nothing better than to be at the center of a group that really values new ideas."

"Patrick's long experience and great success in developing effective design, engineering, and manufacturing strategies are a perfect fit for Borden," said Borden CEO Tony Sarsam. "Patrick will help us deliver on our new focus on innovation through his data-driven yet creative approach to designing products, packaging, and operations. His work will be key to our strategic vision and I look forward to working with him."

Patrick holds a BS in Chemical Engineering from Texas A&M University and an MBA from The University of Houston.



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## About Borden

Borden is a heritage American brand, with a legacy that stretches over a century and a half. Founded in 1857 and headquartered in Dallas, Texas, Borden operates 13 facilities across the United States, with more than 500 million gallons of annual milk processing capacity. Borden provides milk products to customers primarily in the South East through the grocery, mass market, club, food service, hospitality, school, and convenience store channels. Elsie the Cow, created in 1936, was recognized by Advertising Age in 2000 as one of the top 10 American advertising icons of all time.

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