



Lupillo Ramirez has led an impressive career as the Sr. Director of Innovation and Product Development at Northgate Gonzalez Markets. He was the recipient of the annual Inspirational Food Leader Award by the Latino Food Industry Association for 2019. Mr. Ramirez has also been featured in several well-known industry publications, including Abasto Magazine, Store Brands Magazine, and

Serving as the Sr. Director of Innovation and Product Development at Northgate Gonzalez Markets, Mr. Ramirez plays a major role in analyzing and identifying some of the nation's hottest Latino food trends. Through his commitment to this role, he has helped Northgate Gonzalez Markets become an industry

leader and a force to be reckoned with in the grocery industry. Mr. Ramirez has set a new standard for how products are identified, brought to market and enjoyed by the general public!

Mr. Ramirez began his food industry career with Northgate Markets and has gained unparalleled experience in the food product and innovation space. In his 34 years working for Northgate Markets he has learned all aspects of the grocery business and established himself as a respected food industry leader. 2020 marks the 40<sup>th</sup> anniversary of Northgate Markets and Mr. Ramirez began his career at store #2 in 1986, six years after the first store opened. His career began as a Deli/Dairy clerk where he earned his way to front end store management, eventually becoming a well-known buyer. He also helped establish a well-functioning Marketing department at Northgate Markets.

After earning a Bachelor's degree in business from Pepperdine University, Mr. Ramirez pursued his MBA, also at Pepperdine and become Sr. Director of Innovation and Product Development. He is now a pivotal member of the Northgate Gonzalez Markets' Executive Team. Mr. Ramirez has served on the Board of the Deli Dairy Bakery Association and he was recently named President of the Latino Food Industry Association, a national organization that serves Latinos in the food industry. While his speaking engagements have taken him around the world, Mr. Ramirez is proud to call Southern California his home.