

KRISTEN JASKULSKI, MBA
VP, Impact and Growth



In her most recent role as Vice President of Business Development and Sustainability at Pure Ground Ingredients, she was responsible for creating a sales and marketing strategy for the entire organization. She also developed production, finance, and team forecasting plans, oversaw marketing outreach, strategic positioning, and systems upgrades. She recruited and trained top sales managers and customer support personnel to expand existing accounts and develop new business. As the face of the organization, she attended local and national industry events.

Kristen has a strong background in designing marketing programs to motivate consumer behavior. Within her MBA, she focused on social entrepreneurship. Kristen has opened and operated several experiential wellness businesses. She is a certified holistic health coach, vegan chef, and breathwork facilitator.

Kristen has a personal connection to holistic healing as she suffered from epilepsy as an adolescent and underwent a traumatic brain surgery as a teenager. As a result, she has spent most of her adult life studying neuroplasticity and holistic healing. She is a strong advocate of the SHINE Framework, which removes the stigma around everyday struggles and provides a framework to help keep individuals motivated and happy. Kristen believes in hope as a strategy and loves SHINING HOPE around the world.