

MAGGIE EICHWALD BARTON, 29

VICE PRESIDENT OF MARKETING AND DEVELOPMENT, BUTLER'S PANTRY

Passion. Poise. Purpose. Three intangibles I pursue on a daily basis. At the core, that's who I am. My professional career started at Butler's Pantry in 2009 in sales, personally bringing in over \$1 million in venue sales. By 2014, I was named vice president of marketing and development. My talented team conceptualizes, creates and curates advertisements, e-campaigns, social media for our family of brands (nine, and counting). I'm also responsible for overseeing the Butler's Pantry Design Studio, which gives me a necessary design outlet through florals, food and events. When I started, Butler's Pantry was grossing \$4.5 million annually. In 2016, we are chasing \$12 million. In the last year, much of my time at Butler's Pantry has been devoted to refreshing some of St. Louis' most iconic venues – The Coronado and Joule. Renovating these venues took an incredible team effort and the results are stunning. I am so proud to have these accomplishments under my belt.

College: Truman State University, B.S. in business, emphasis in marketing.



Where do you see yourself in 10 years? I was fortunate to grow up in a household that fostered passions – passion for art, food, travel and daring to be unique. I will continue to nurture these passions. I will grow as a leader, thinker and doer, while challenging creative thresholds. I plan to give back to St. Louis.

What is the one thing you hope to accomplish in your career? I hope to always remain excited and personally devoted to the company's wellbeing and growth. I hope to look back and know that I made a difference in the lives of my teams, the next generation of leaders.

Most rewarding volunteer experience? I've been fortunate to develop a long-standing relationship with Make-A-Wish Foundation. In 2013, through Butler's Pantry, I helped to grant a wish for a local child. Her wish was so modest – she simply wanted to be a baker for a day. So, together with our culinary team, we made her dream a reality in our commercial kitchen. It was one of the most humbling experiences of my life.