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The Bachman Company Builds Up Its Staff

Wyomissing, Pa., April 19, 2010 - [The Bachman Company](#) recently appointed Christopher J. Rahey as its vice president of sales and promoted Lisa George to senior director of purchasing.



As vice president of sales, Rahey will be responsible for all aspects of sales. His direct involvement will be guiding and growing the sales within Bachman's current geography and expanding the Bachman brand as appropriate both within Bachman's current sales area and beyond.

Prior to The Bachman Company, Rahey worked for Tasty Baking Company, headquartered in Philadelphia, Pa., as the vice president of direct sales. As a key member of the senior management team, he oversaw the company's sales to national customers. He was responsible for restructuring the sales organization for improved sales and customer service and for reorganizing the key account sales team function to leverage the Tastykake brand. He also oversaw the launch of new products into several new markets.

As a part of Rahey's notable sales background, he served as vice president of sales and marketing at Myer's Bakeries and as the vice president of sales at George Weston, Limited. Additionally, Rahey worked on several high-profile brands at Kraft Foods, including Maxwell House Coffee and Minute Rice.

Rahey graduated from Monmouth University with a bachelor's degree in marketing and sales. He is a two-time recipient of the "Chairman Award" at Best Foods Baking Company and General Foods. Currently, Rahey is a member of the board of directors of the New York State Food Industry Alliance. He resides in West Milford, New Jersey.



As senior director of purchasing, George is responsible for purchasing all of the raw material, packaging and energy requirements for The Bachman Company. Additionally, she is involved in new product development, package design and special projects.

In her career with The Bachman Company, George has held various positions in the accounting and marketing departments from 1993 through 2000. From 2000-2006, George served as the director of marketing and administration at Solar Innovations, Inc., Myerstown, Pa. In 2006, George returned to The Bachman Company as the director of purchasing, which was her most recent position.

George earned her bachelor's degree in business management from Franklin and Marshall College, Lancaster, Pa., and her master's degree from The University of Pittsburgh, Pa. George currently resides in Robesonia, Pa.

About The Bachman Company

Since 1884, The Bachman Company has represented a long tradition of classic quality and product excellence. It is a family-owned and operated company that has been committed to making quality pretzels and snacks for over 125 years - including gluten free and kosher product lines. Bachman favorites include Brick-Oven Flame-Baked® Pretzels, Jax Cheese Curls, Stone-Ground Tortilla Chips, Air Popped PopCorn, a variety of potato chips and more.

Bachman is headquartered in Reading, Pennsylvania, and has manufacturing facilities in Berks and Lancaster counties. The company is a proud participant in the PA Preferred Program, promoting locally-produced products. Visit www.bachmanfoods.com for more information.