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The Hershey Company appoints Natalie Rothman as Chief Human Resources Officer

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The Hershey Company announced the appointment of Natalie Rothman as Chief Human Resources Officer, effective August 18, 2025. Rothman will lead Hershey's global human resources function and report to President and Chief Executive Officer Kirk Tanner.

Rothman brings exceptional leadership credentials as a two-time CHRO and public/private company board member with over 25 years of human resources experience. She is recognised for building high-performing teams and modernising HR operating models, with particular expertise working with hourly, frontline workforces across diverse industries, including consumer products, retail, food service, automotive and beauty.

"We are excited to welcome Natalie to Hershey," said Tanner. "Her proven track record of transforming HR functions at major organisations, combined with her deep expertise in developing talent and inspiring thriving cultures, makes her the ideal leader to advance our people strategy. Natalie's experience preparing companies for significant growth milestones will be invaluable as we continue to expand our global footprint and strengthen our position as a leading snacking company."

Before joining Hershey, Rothman served as CHRO at Inspire Brands, where she modernised the company's HR operations through business process automation and AI tools. Previously, as CHRO at Advance Auto Parts, she led comprehensive business transformation efforts to drive cultural change, grow talent and build organisational capabilities through technology-enabled solutions.