



## LYDIA GIUSTI

VICE PRESIDENT OF SUPPLY CHAIN, CRUMBL

Lydia Giusti is the Vice President of Supply Chain at Crumbl, where she leads sourcing, demand planning, and distribution operations supporting more than 1,100 locations across the United States and Canada. She is responsible for building and executing supply chain strategies that ensure consistent product availability, drive cost efficiencies, and support Crumbl's rapid growth.

With more than 25 years of experience in foodservice supply chain leadership, Lydia has a proven track record of developing high-impact supplier partnerships, negotiating complex agreements, and delivering meaningful cost savings while maintaining a strong focus on long-term, balanced relationships. Her approach is grounded in collaboration, transparency, and a commitment to creating value for both the business and its partners.

Prior to joining Crumbl, Lydia held Vice President of Supply Chain roles at JINYA Holdings and Menchie's/MidiCi, where she led national sourcing strategies and distribution initiatives. Earlier in her career, she held leadership roles supporting globally recognized brands, including McDonald's and Burger King, managing large-scale supplier networks and complex procurement operations.