



**Anne Daffern**  
**Former Chief Financial Officer**  
**American Legend Cooperative**

Anne has served in senior financial leadership roles in a variety of industries for 25 years. In her most recent role, she served as Chief Financial Officer of American Legend Cooperative (“ALC”) from 2009-2017. Anne was instrumental in the global growth of this distributor and marketer of branded luxury consumer products to a \$350 million business.

Before ALC, Anne spent over ten years with Starbucks Coffee Company in a number of senior corporate finance, accounting, and divisional CFO roles. Prior to Starbucks, she served as Vice President of Finance at Applause Inc., where she led the turnaround and successful sale of that \$200 million toy company.

Anne received her undergraduate degree in Chemistry from the University of North Carolina at Chapel Hill, where she played on the tennis team, and her MBA from the Amos Tuck School at Dartmouth College.