

ALUMNI SPOTLIGHT: ASHLEY SNELL LAROCHELLE '08

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Ashley Snell Larochelle '08, *Director of Vision Activation | MegaFood*

INTUITIVE. HUNGRY. LINCHPIN.

Ashley Snell Larochelle, Class of 2008, describes herself in those three words. She drives strategic corporate communication, culture, and engagement at MegaFood through a variety of projects aimed at aligning and supporting business objectives, priorities, and vision. MegaFood is a national vitamin and supplement company located in Manchester, NH. She helped coordinate a three-year effort for MegaFood to become a Certified B-Corporation, a milestone the company achieved in 2018. This allowed her company to join a global movement of people using business as a force for good by meeting the highest standards of overall social and environmental performance, transparency, and accountability. Ashley continues to play a major role in the company's growing portfolio of social impact programs devoted to improving food security and access to better nutrition.

Accomplishments: Board Member for NH Businesses for Social Responsibility; Co-Chair of Measure What Matters Committee, New Hampshire Businesses for Social Responsibility; Vice Chairman of the Board, Londonderry YMCA.

Education: B.A. International Studies ■