

Exhibit C

Officers and Directors Information

OFFICERS of Berrett-Koehler Publishers, Inc.

Maria Jesus Aguilo**Vice President of Global and Digital Sales**

Maria Jesus has been with the Company since 1996. She attends several international book fairs a year, including Frankfurt, London, and Guadalajara. She is very enthusiastic about spreading Berrett-Koehler's message beyond our borders, and loves connecting people and ideas.

Kristen Frantz**Vice President of Sales & Marketing**

She joined the company in 1992 and currently oversees the areas of sales to US trade bookstores, corporations, associations, Canadian distribution, and authors, plus promotion through publicity, direct marketing, promotional materials, and social media. She is excited to embrace this changing time in publishing with the transition to e-book sales and ways of using new content

Lesley Iura**Director of Professional Publishing**

Lesley is a creative and resourceful executive with experience building programs that provide the best ideas for professional learning and practice. She especially loves working with the people and organizations who are at the leading edge of their professions and collaborating with them on strategies to broaden the impact of their work.

Neal Maillet**Editorial Director and Associate Publisher**

Neal has worked in book publishing for more than 25 years, joining BK in 2010. He's responsible for acquiring and editing roughly half the titles BK publishes each year. Although he has mostly worked on business books, he has also edited reference books, science books, gardening books, and books on social change. One of his proudest accomplishments was returning to print UP THE ORGANIZATION by Robert Townsend; it remains his favorite business book. Neal knew he had come home to BK during his job interview when founder Steve Piersanti pulled a tattered quote from the very same book out of his briefcase.

David Marshall**Chief Executive Officer and Chief Financial Officer**

He has been with the company for eleven years, serving as the head of the editorial department and Vice President of Editorial and Digital for eight years. He is a software industry veteran, specializing in marketing and business development. David received his BA from San Francisco State University and his MBA from Harvard University. He and his wife Kate are best-selling co-authors of prompted journals that foster family communication including *The Book of Myself*, *The Book of Us*, and *What I Love About You* (over one million copies sold).

Johanna Vondeling**President and Publisher**

After joining the company in 2004, she served as Vice President for Editorial and Digital, and later as Vice President for International Sales and Business Development. Previously, she worked for Jossey-Bass (a Wiley imprint), W.W. Norton, and Holt, Rinehart, and Winston. She received her BA from Yale University and her PhD in literature from the University of Texas at Austin. Outside of BK, Johanna serves as Vice President for the Bay Area Women in Publishing and chairs that group's Diversity and Inclusion Committee.

Edward Wade**Vice President of Design and Production**

His book publishing career spans over 20 years and he joined Berrett-Koehler in 2015 after working with them as a member of one of their book producers for six years. He has extensive experience in the development, design, production, and manufacturing of books of all types.

DIRECTORS of The Berrett-Koehler Group, Inc.**Ed Frauenheim****Strategy Task Force chair**

Senior Director of Content at research and analytics firm Great Place to Work where he writes and speaks about high-trust, inclusive organizations. Ed was a journalist for nearly two decades, with a focus on technology, work and business strategy. He serves on the board of the BK Authors Group, and has co-authored three BK books: *Good Company*, *A Great Place to Work*, and *Reinventing Masculinity*.

- David Marshall** **Finance/Capital Committee member, Executive Committee member, CEO & CFO of The Berrett-Koehler Group, Inc, and Berrett-Koehler Publishers, Inc.**
- See Berrett-Koehler Publishers, Inc. Officers above.
- Marilyn McConnell** **Audit Committee member, Governance Committee member, Corporate Secretary**
- President, CEO, and owner (since 1998) of American International Distribution Corporation (AIDC), which handles warehousing, customer service, order processing, shipping, and collections for all of BK's nontrade print book business in the U.S.
- Pete Neuwirth** **Finance/Capital Committee chair, Executive Committee member**
- Pete is the Senior Consulting Actuary for CapAcuity. He has over 35 years of experience as an actuary, is a nationally renowned expert on financing non-qualified executive retirement plans, author of BK book *What's Your Future Worth?: Using Present Value to Make Better Decisions*.
- Jack Perry** **Strategy Task Force member**
- Jack W Perry is the founder and lead strategist of 38enso, a consulting firm in the publishing industry. He is also an Adjunct Professor at the NYU SPS Masters in Publishing, teaching the Capstone course and also created a course on start-ups in publishing. He also is a founder of Warbler Press, an independent publisher based in New York City.
- Joyce Roché** **Audit Committee chair, Governance/Stakeholder Committee member, Executive Committee member**
- Former President and CEO of Girls, Inc. and former President/COO of Carson Products Company. She is a past board member of several publicly traded corporations. She is the past Chair of Board of Trustees of Dillard University, and author of BK book *The Empress Has No Clothes, Conquering Self-Doubt to Embrace Success*.
- Steve Piersanti** **Finance/Capital Committee chair, Executive Committee member**
- Founder of Berrett-Koehler Publishers, Inc., where he served as CEO, president, and publisher from 1992 until May 2019 and where he now serves as a senior editor. Prior to founding Berrett-

Koehler in 1992, Steve served as president of publisher Jossey-Bass.

Katie Sheehan

Strategy Task Force member, Berrett-Koehler Publishers, Inc. staff /ESOP representative (rotating position)

Katie Sheehan is a 10-year veteran of Berrett-Koehler Publishers and is the Sr. Communications Manager. She oversees author training, public relations and book events. Before working at Berrett-Koehler she worked in public relations and marketing in radio and television, high-tech, and the non-profit world.

Jesse Stoner

Governance/Stakeholders Committee member

Founder of Seapoint Center for Collaborative Leadership, and for the past 25 years she has worked closely with leaders in hundreds of organizations using collaborative processes to engage the entire workforce in creating their desired future. She is also the best-selling BK coauthor of *Full Speed Ahead*.

Bill Upton

Board Chair, Executive Committee chair, Finance Committee member, Audit Committee member

He served as vice president and CFO for Edwards Brothers Malloy, which was one of the leading book printers in the U.S. and for many years one of BK's principal book printers. Bill is a past president of the Book Manufacturers' Institute.

Johanna Vondeling

Finance Committee member, Strategy Task Force member, President & Publisher of Berrett-Koehler Publishers, Inc.

See Berrett-Koehler Publishers, Inc. Officers above.

Paul Wright

Governance/Stakeholders Committee chair, Executive Committee, member

After practicing law for 17 years, Paul became a freelance writer and editorial and book consultant, to better pursue his interests in business, organizational development, holistic thinking and the fulfillment of human potential. He is a founding board member of the Berrett-Koehler Foundation, which he now chairs.

