



Andy Urban SVP Transformation Management Office

Helping lead Perdue Farms since 2009

As SVP of Transformation for Perdue Farms, Andrew Urban has responsibility for leading strategic transformation activities across Perdue Farms. Joining the organization in 2009, he has held multiple roles across Perdue Foods including SVP/ GM of Perdue Specialty Meats and Emerging Brands, SVP Sales/Marketing of Prepared Foods, and as SVP Perdue Foods Sales & GM Turkey Business Unit.

Urban was previously the SVP/Chief Customer Officer at WhiteWave Foods, a leading organic and natural dairy processor. Before that, he was the VP of Sales at ConAgra Foods, where he oversaw the frozen foods sales organization and held numerous roles prior to that across frozen foods. He is an alumnus of the University of Washington in Seattle, WA.

