



FOR IMMEDIATE RELEASE

Grow Better Solutions Launches Unprecedented Advisory Collective Driving Innovation and Turnkey Solutions for Organizations in Food and Wellness Industries

New York, NY — Grow Better Solutions (GBS), a bold, collective advisory board, announces its official launch. This dynamic team of globally recognized leaders in health care, public health, food, nutrition, agriculture, and wellness delivers transformative guidance for startups, nonprofits, and established organizations ready to grow, pivot, or rebrand.

With deep industry expertise and hands-on collaboration empowering companies to solve challenges and accelerate their path to success, the collective blends strengths in technology, nutrition, culinary arts, public health, marketing, cybersecurity, digital media, branding, and public relations.

"Collaboration, prioritization, and innovation are keys to sustainable success," says [Laura Pensiero](#), founding member, chef, and nutritionist. "Our diverse backgrounds help organizations identify unique strengths and barriers, reach the next level, and make a meaningful impact in their communities and beyond."

Who We Serve

- **Innovative startups and tech companies** in food and wellness, including those navigating product development, compliance, and technology integration.
- **Food, beverage, and agricultural producers/boards/systems** pursuing culinary innovation, sustainable growth, and market expansion.
- **Nonprofits, public health initiatives, and healthcare providers** working to enhance patient care, design new programs, and advance nutrition, agriculture, or community wellness.
- **Wellness and fitness centers** embracing digital health solutions or undergoing strategic transformation.
- **Organizations in rebranding or strategic shifts** and **women-led businesses**, bolstered by a dedicated women's board.

"Our results-driven group leverages passion and expertise to help organizations increase productivity and exceed growth goals," says **Mark Vaughn**, food industry veteran and founder of Vaughan Foods.

Meet the Grow Better Solutions Team

Laura Pensiero (Founding Member): A chef, nutritionist, and consultant, Laura's career spans hospital nutrition, celebrated restaurants, and wellness-based cookbooks. As owner of Gigi Hudson Valley and founding chef and nutritionist of Just Salad, where she helped pioneer accessible, healthy, fast-casual dining, she shapes brands that unite culinary artistry and nutrition science.

Mark Vaughn: A pioneer in fresh foods and CEO of Fresh Avenue, Mark scaled Vaughan Foods into a NASDAQ-listed leader. His focus: technology-driven logistics, healthy meal solutions, sustainability, and innovation for major foodservice and retail brands.

BJ Carter: A leader in preventive medicine, health education, and public health, BJ launched impactful national initiatives with NIH, Academy of Nutrition and Dietetics, Strang Cancer Prevention Institute, and Met Life Foundation, among others, driving change at the intersection of healthcare, technology, and education.

Jean-Luc Ahouangonou: From Benin to General Manager at Gigi Trattoria, Jean-Luc blends resilience, global perspective, and a hands-on approach for community-focused hospitality. He also serves as a liaison to West African business interests, specifically in Benin, Ivory Coast, and Nigeria.

Myrna Haskell: Publisher of *Sanctuary magazine*, accomplished writer, editor, and advocate, Myrna advances creative storytelling and community engagement through journalism and arts leadership.

Toby Usnik: An international advisor and connector, Toby's career spans leadership roles at American Express, The New York Times, and Christie's, igniting collaboration and purpose-driven innovation. Toby is an expert in AI, helping companies to responsibly implement AI as a tool for its needs.

Virgil Capollari: A seasoned leader with over 20 years of experience in the national security space, Virgil is founder and president of Adaptive Risk Strategies LLC, providing strategic consultancy across private, academic, and nonprofit sectors.

What Sets Us Apart

- Broad, cross-sector expertise
- Hands-on, collaborative approach
- Proven leadership and innovation
- Commitment to empowering women-led and purpose-driven organizations
- Passion for sustainable impact and community engagement

Learn More

Founding member, Laura Pensiero, is available for interviews on the following topics:

- 'Food is Medicine' movement
- Tackling obesity and chronic disease crisis
- Reimagining sustainable growth
- Culinary innovation
- Evidence-based wellness strategies

Grow Better Solutions (GBS) stands ready to help organizations embrace change, seize opportunities, adapt to today's ever-changing landscape, and drive lasting success.

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