

FOR IMMEDIATE RELEASE

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**CARTHAGE**  
COLLEGE

## **HARIBO executive Rick LaBerge joins Carthage board**

KENOSHA, Wis. – Rick LaBerge, who has built iconic brands as a leader in global sales and marketing strategy for more than 25 years, has been elected to the Carthage College Board of Trustees.

LaBerge is the executive vice president and chief operating officer at HARIBO of America, the fastest growing confectionery company in the United States. By producing innovative sweet treats, increasing distribution, and launching engaging media campaigns, he has helped the U.S. business to double in growth over the past five years.

“We are thrilled by HARIBO’s commitment and investments in our community, and Rick LaBerge’s board service is a wonderful next step as Carthage and HARIBO deepen our partnership,” said Carthage president John Swallow.

Construction of HARIBO’s first North American production facility is underway in Pleasant Prairie, a few miles southwest of the Carthage campus. The 100-year-old candy company and inventor of the gummy bear will create hundreds of career opportunities in the first phase of construction, with more to come.

The recently established HARIBO Scholars Fund provides annual scholarships for Carthage students from Wisconsin or Illinois who need financial assistance. In thanks for the company’s \$250,000 gift, the college dedicated the HARIBO Pool inside its Koenitzer Aquatic Center.

“I’m honored to join the Carthage College Board of Trustees and become part of this inspiring group of leaders,” LaBerge said. “HARIBO and Carthage have already partnered in shared values on the scholarship fund, helping students in need finish their education, and I’m looking forward to the great things we’ll accomplish together to continue to uplift and give back to students and the community.”

Before joining HARIBO, LaBerge was vice president of sales for Mars Inc., where he dramatically reorganized the chocolate segment in North America. At Johnson & Johnson, he helped turn

Splenda into a household name and moved Pepcid AC brand from prescription to over-the-counter offering.

He holds a Bachelor of Science in marketing and business economics from Shippensburg University of Pennsylvania and an MBA from Cornell University in New York. He is an active member of the board for both Food and Beverage Wisconsin and the German American Business Council.

The Board of Trustees will officially welcome LaBerge as a Carthage trustee at its October meeting. The board has ultimate governing and fiduciary responsibility for the college.



**About Carthage**

*Carthage College is raising expectations for a private college experience. It blends the best liberal arts traditions with desirable degree programs, transformative learning opportunities, personal attention from distinguished faculty, and a focus on career development, which makes its graduates competitive in the workforce. Founded in 1847, Carthage is located on an idyllic shore of Lake Michigan in Kenosha, Wisconsin, in the thriving corridor between Milwaukee and Chicago.*

Grow with Carthage: [www.carthage.edu](http://www.carthage.edu)

**About HARIBO**

*HARIBO is the world's leading manufacturer of gummi products, most famous for its classic Goldbears. Globally, the business employs nearly 7,000 associates and operates 16 production sites in 10 countries. A family-owned business with a century-long heritage, the company's founder, Hans Riegel, built HARIBO on a foundation of quality and delivering moments of childlike happiness through its products. Established in 1920, HARIBO is the acronym that comprises the founder's name and the city in which the company was born (Bonn, Germany): HAnS Riegel BOnn. HARIBO prides itself on making playful gummies that are meant to be shared so our inner-child can always experience joy through sweet treats. HARIBO global headquarters is in Graftschaff, Germany, and its U.S. headquarters operates out of Rosemont, Illinois. For more information, visit [www.haribo.com](http://www.haribo.com).*