Aravind Cherukuri

Biography

Aravind Cherukuri is the Managing Director for the Asia Pacific region of Ocean Spray Cranberries and a Vice President at Ocean Spray International. In this role he oversees all sales and marketing of branded beverage and food products in the Asia Pacific region, which is its fastest growing geography, led by China and Korea. Aravind strongly believes that the healthfulness of cranberries, a native North American super-fruit, will greatly benefit Asian consumers. Aravind started his career with Ocean Spray in 2009, managing the manufacturing and supply chain operations in the Asia Pacific and Latin American geographies. He played an important role in the acquisition and integration of Cran Chile—the only cranberry processing and production operation in the Southern hemisphere—which has provided Ocean Spray with a counter-seasonal source of cranberries to support its global expansion. Prior to Ocean Spray, Aravind was the co-founder and COO of a venture capital-funded functional foods company in Boston, MA. He has 10 years of experience in the functional foods industry and supply chain management in the consumer packaged goods industry. Aravind holds an MS in Aerospace & Mechanical Engineering from Boston U. and a BSME from Stony Brook U. in New York.