



THE ART OF TRANSFORMATION

Reimagine, Grow, Sustain

LAFORCE BAKER

Recognized in Forbes, Success Magazine, and Crain's Chicago Business, LaForce Baker is currently Vice President of Community Impact at World Business Chicago, the economic development arm for the City of Chicago.

There he oversees all economic development for the South and West sides of Chicago—managing \$1.4 billion dollars in investment and a smart/passionate team.

He formerly founded Moon Meals Inc., a leading manufacturer of tasty, refrigerated plant-based meals and their proprietary ingredients (vegan meats, cheeses and sauces). Their products have been featured in hundreds of "grab & go" Midwest locations of national major retailers like Whole Foods Market, Albertsons (Jewel-Osco) and Kroger (Mariano's). Moon Meals' flagship product, "The Fiesta Wrap", became one of the top selling products in the category.

He does this because he is truly passionate about making healthier meals more accessible to people, since he overcame obesity and poverty on the South Side of Chicago by taking control of his own diet.

Prior to founding the company in 2012, he helped bring to market new concepts (\$20-100MM) and reposition established \$1BB portfolios for multinational companies like Kraft-Heinz, Conagra and Nestle in various national big box retailers.

Lastly, LaForce is an independent brand strategist and professional speaker. He has spoken on entrepreneurship, marketing strategy, and effective networking at The University of Michigan's Ross School of Business, University of Chicago, and Denison University. He loves to cook, run marathons, network, and volunteer mentoring urban youth from disadvantaged communities. He holds a bachelor's degree in Communication from Denison University.