



Mitch Madoff
Global Private Label Coordinator

A 15-year veteran at Whole Foods Market, Mitch Madoff oversees the company's private label brands, including Whole Foods Market™, 365 Everyday Value®, Engine 2 Plant-Strong®, Whole Paws® and Whole Catch®. Madoff discovered his passion for food while attending Tulane University in New Orleans, and he got his first taste of the food industry in Washington, D.C., where he worked behind the meat and seafood counter at a Dean & DeLuca store. After graduating from the Culinary Institute of America, Madoff held positions at several New York specialty catering businesses.

In 2001 he joined Whole Foods Market as a chef at the Chelsea store, the company's first Manhattan location. He excelled in the prepared foods department, and then as a specialty foods coordinator for the company's Northeast Region, and most recently, as regional vice president of purchasing. In 2013, Madoff relocated to the company's headquarters in Austin, Texas, to oversee Whole Foods Market's private label brands.

Madoff holds a bachelor's degree from Tulane University and an associate degree from the Culinary Institute of America. When not working, he enjoys hiking, cooking Mediterranean food and foraging for products at farmers markets.