



**Director of Legal Affairs**

**Leadership Profile**

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**WittKieffer**

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## The Opportunity

Mom's Meals seeks an innovative and mission driven leader to serve as its next Director of Legal Affairs.

Reporting directly to Heidi Goodman, General Counsel of Mom's Meals, this role offers a unique opportunity to join a dynamic and growing organization at the forefront of delivering high-quality meals to improve health outcomes, reduce healthcare costs, manage chronic conditions, and enable individuals to maintain their independence.

Mom's Meals is an investor-owned company and the leading provider of medically tailored, home-delivered meals in the U.S. and works with a wide variety of health plans, organizations and individuals. As the organization approaches its 25th anniversary, it has been on a fast-paced growth trajectory, experiencing ten to thirty percent growth year over year and employing over 2,000 team members throughout the country.

The Director of Legal Affairs will provide leadership with effective legal advice on business issues and company strategies, oversee the work of outside counsel, draft and edit complex commercial agreements, and ensure the company operates in compliance with applicable laws and regulations. The position will advise the Human Resources department on employment law, labor, and benefit issues, draft and negotiate contracts and agreements and provide litigation support.

The Director of Legal Affairs is a highly strategic and proactive legal counsel who is innovative and someone who identifies legal solutions and processes that facilitate Mom's Meals' strategy to assure the success and growth of the organization. The Director of Legal Affairs' functions are organized to provide both subject matter specialization and specific business line legal support to best meet the needs of this dynamic organization. Working closely with the General Counsel, the Director of Legal Affairs will manage, further develop and oversee the legal team.

This is an outstanding opportunity to join a high performing in-house legal team and work in a positive, open, and responsive team environment. It is important that the Director of Legal Affairs is viewed as a leader who is credible, visible, and accessible; someone who exhibits high integrity, a willingness to listen effectively and work collaboratively. The Director of Legal Affairs will add managerial skills to the legal team, which has historically enjoyed a reputation for high customer service and satisfaction throughout the organization.

The incoming Director of Legal Affairs should possess a Juris Doctorate degree from an ABA accredited school of law with a background in employment law. The ideal candidate will have experience advising companies on legal affairs, managing deadlines, and supervising a team. The Director will have experience overseeing general contracting and supporting Human Resources in general areas such as EEOC disputes, workers compensation, and general employment law matters.

While relocation to the Des Moines, Iowa, area is preferred, there is the option for this position to be supporting the organization virtually working out of a home office environment, ideally in or near a community with easy access to Des Moines, Iowa.

Information about nominating someone or applying for this opportunity may be found near the end of this document in the section entitled "[Procedure for Candidacy](#)."

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## Organization Overview

Founded in 1999, PurFoods is one of the largest players in the growing “Food is Medicine” industry. The company is a provider of medically tailored home-delivered meals, serving customers in all 50 states. Operating under the Mom’s Meals® brand, the company offers nutrition programs that preserve health, help combat chronic disease and support recuperation. Mom’s Meals serves both its payer customers and end-consumers by enhancing independence for higher quality living at home while limiting the need for inpatient care and lowering overall healthcare costs. Mom’s Meals works with over 800 healthcare payers that span major health plans and government agencies across Medicaid, Medicare Advantage and state and local programs. Approximately 60% of the meals are delivered by Mom’s Meals’ own drivers while the remainder are delivered via third party carriers such as FedEx and UPS. This mission-oriented company has grown to delivering over 1.5M meals each week.

Mom’s Meals benefits from a variety of secular, regulatory and macroeconomic tailwinds that are expected to continue to drive robust demand for medically tailored home-delivered meals. The company’s vertically integrated operating model, significant manufacturing and distribution scale, and commitment to safety and compliance provide a differentiated value proposition that positions Mom’s Meals for future growth.

### Industry

Access to nutritious food is critical to health and resilience. “Food is Medicine” is a concept that reaffirms this connection, recognizing that access to high-quality nourishment is essential for well-being. By supporting the production of and facilitating access to nutritious food across a health continuum and range of settings, approaches to Food is Medicine support immediate and long-term resources for people, communities, and systems.

- Approximately 33.8 Million people live in food-insecure households. ([Source Link](#))
- Household food insecurity affected 12.5% of households with children in 2021. ([Source Link](#))
- About half of all American adults — or 117 Million individuals — have 1 or more preventable chronic disease, many of which are related to poor-quality eating patterns and physical inactivity. These include cardiovascular disease, high blood pressure, type 2 diabetes, some cancers, and poor bone health. ([Source Link](#))
- Lower food security is associated with higher probability of chronic disease diagnosis — including hypertension, coronary heart disease, hepatitis, stroke, cancer, asthma, diabetes, arthritis, COPD (chronic obstructive pulmonary disease), and kidney disease. ([Source Link](#))
- Nearly \$173 Billion per year is spent on health care for obesity alone. ([Source Link](#))

### Core Values

Everything Mom's Meals does is driven by their values and has been a key driver to the organization's incredible success. Those values are:

- **Teamwork** – Committed to helping each other and working as a team. Sacrificing individual interest for the betterment of the team.
- **Relentlessly Dependable** – Doing whatever we can to meet the obligations to our customers and colleagues. If we don’t deliver... our clients don’t eat.
- **Appreciation and Respect** – Live the Golden Rule. We may disagree, but we always treat others with respect.

- **Innovation and Constant Improvement** – Always seeking to improve. Think boldly, try new things, don't be afraid to fail, learn from our mistakes.
- **Delivering Excellence** – Being accountable to both our customers and our internal teams. Whether delivering nutritious meals with a personal touch or meeting our goals internally, we're driven to be our best at all times while exceeding expectations.

## Investors

### Cressey & Company

In May 2016, [Cressey & Company](#) invested in Mom's Meals and continues to have a significant stake in the business. Cressey & Company is focused exclusively on investing in leading healthcare businesses. With 40+ years of experience forging lasting partnerships across the healthcare industry, Cressey is one of the most experienced and successful partners in healthcare private equity. In addition to strategic capital, the company delivers years of business-building expertise as well as a deep network of resources to help their partner companies accelerate growth.

### Berkshire Partners










In September 2020, [Berkshire Partners](#) invested in Mom's Meals. Founded in the mid 1980s, Berkshire Partners seeks to invest in high-potential companies and transform them into scale market leaders. The company's multi-sector expertise, combined with the unique way they collaborate to uncover insights and make decisions, is their foundation to create lasting value. They dig in, listen carefully, and align with entrepreneurs and management teams to create opportunities together. They apply this approach across the firm – whether investing in private or public companies – aiming to help transform middle market businesses into enduring market leaders.

## Mom's Meals Offerings

- Long Term Care
- Chronic Care
- Post-Discharge Care
- Self-Pay

### Our menus

With nine condition-specific menus and 60+ meal options, there are numerous tasty choices to make. Designed by professional chefs and registered dietitians in USDA-approved kitchens, all our medically tailored meals are made with high quality ingredients.

 General Wellness	 Diabetes Friendly	 Gluten Free
 Lower Sodium	 Renal Friendly	 Cancer Support
 Heart Friendly	 Vegetarian	 Pureed

## Our difference

We are committed to using nutrition to improve health, lower the total cost of care, manage chronic conditions and allow individuals to remain independent – whether they want to age in place or just need a few weeks of support following a hospital stay. **Learn about our difference:**



**Refrigerated** – Our meals are made with high-quality ingredients in USDA-inspected kitchens. They are packaged for convenient storage in the fridge for 14 days from delivery and are ready to heat, eat and enjoy in minutes.



**Medically Tailored** – Crafted by professional chefs and registered dietitians, our meals taste great and nutritionally support most common chronic conditions.



**Choice of Every Meal, Every Delivery\*** – Clients select their own meals from an array of options based on their taste preferences.



**Delivery to Any Address** – Our Mom's Meals' local drivers and third-party carriers team up so we can deliver to any address, no matter how remote.



**Compassionate Customer Care** – Live bilingual (Spanish) customer care and translation services for over 160 languages.

## By the numbers



3 USDA-inspected kitchen facilities located in Grinnell, Iowa, North Jackson, Ohio and Oklahoma City, Oklahoma



OVER 2,000 team members



4 regional fulfillment centers located in Ankeny, Iowa, North Jackson, Ohio, Las Vegas, Nevada and Conyers, Georgia



OVER 500 health plans, managed care organizations, agencies, states and other government entities collaborate with us to provide access to meals for people covered under Medicare and Medicaid, as well as the opportunity for individuals to order meals on their own.

For additional information please visit <http://www.momsmeals.com>

## Position Summary

### Reporting Relationships

This position reports directly to the General Counsel, Heidi Goodman. The incoming Director of Legal Affairs will lead a team of two staff attorneys who focus on contracting, supply chain, marketing, IT, regulatory affairs and advocacy, and will have the opportunity to assess and make recommendations for the department's future structure.

### Responsibilities

The successful Director of Legal Affairs candidate will:

- Conduct legal analysis, review, and interpret contracts and documents for Mom's Meals by maintaining a broad knowledge of the legal issues and operating requirements of the company
- Partner with the Compliance and Regulatory Affairs team to stay abreast of and to provide analysis of federal and state laws and regulations as they relate to company business.
- Manage drafting, reviewing, and negotiating various commercial contracts and agreements
- Provide coordination and counsel to senior management on legal matters including contracts, corporate law regulatory matters, business practices, and policies
- Provide management oversight of legal information, request compliance functions and litigation support, including hold notices, subpoenas/exigent requests
- Provide oversight on any required team communications and interactions with law enforcement on behalf of Mom's Meals
- Provide counsel to Human Resources on employment law issues and manage any employment related disputes and litigation
- Communicate with and manage third party relationships with external counsel
- Design and deliver legal training to application parties within Mom's Meals
- Perform other duties to support the accomplishment of Mom's Meals strategic goals and objectives

## Goals and Objectives

The following goals and objectives have been identified as priorities for this position:

- Be an expert in the legal areas associated with this position
- Assure that world class legal services are provided in a timely manner and be a value-add to the Legal Department's recognition as strategically-aligned with business objectives, collaborative, responsive, client-focused, and problem solving
- Gain credibility, trust, and respect of senior leadership and key constituents
- Bring additional employment law and regulatory bench strength to the Legal Team
- Promote a culture of open communication and collaboration with key partners to create a culture of transparency, curiosity and improvement
- Address and manage team effectiveness, engagement & culture issues, and performance capabilities both individually and as a collective team
- Provide leadership and professional development to the Legal Team
- Support and maintain an approach that will first seek to understand the strategic issue surrounding the question and explore creative and regulatory compliant alternatives to matters that the organization faces
- Help identify innovative and effective ways to deliver legal services to the organization through the optimization of Mom's Meals' contract management system



## Candidate Qualifications

### Education/Certification

- Juris Doctor degree from an ABA accredited school of law is required

### Knowledge and Work Experience

- Must be a member in good standing of the Bar
- Minimum 10 years of experience advising companies on legal affairs, managing deadlines, and supervising a team
- Experience overseeing general contracting and supporting Human Resources in general areas such as EEOC disputes, workers compensation, and general employment law matters
- Preferably prior in-house counsel experience in a manufacturing organization

### Leadership Skills and Competencies

- Demonstrated interpersonal skills and legal and business judgment, with ability to influence others and build strong professional relationships
- Excellent written and verbal communication skills
- Strong collaborator and partner
- Excellent critical thinking skills, including ability to prioritize issues
- Project management skills and experience
- Ability to work independently
- Ability to clearly articulate the priorities of a complex and dynamic organization, and develop legal strategies which forward these priorities within acceptable limits of risk and exposure
- The highest personal integrity and ethics with a visible commitment to the mission of Mom's Meals

## The Community

### Des Moines, Iowa



As the capital of Iowa and one of the fastest growing metropolitan areas in the Midwest, Des Moines boasts a healthy and diverse economy and is home to several national and international businesses. The insurance and healthcare industries are major employers in Des Moines and the state, as are the manufacturing, biotechnology, computer services, publishing, education, and agricultural industries.

Living in Des Moines and its suburbs offers a safe, clean atmosphere for work and play without the hassle of long commutes. The Civic Center of Des Moines is a stop for major Broadway productions. The Des Moines Symphony and Des Moines Art Center are among the nation's finest. A seasonal weekly Downtown Farmers' Market, the nationally juried Des Moines Arts Festival and Iowa State Fair add to the cultural offerings.

If sports are your passion, the Iowa Cubs (Chicago Cubs AAA baseball farm team) and Des Moines Menace soccer teams call Des Moines home, as do the Iowa Wild professional hockey team and the Iowa Energy professional basketball team. Major college athletics events are available at Drake University or a short drive away at Iowa State University and the University of Iowa. Well-developed bicycle trails and parks provide another escape to enjoy the beauty of Iowa.

Greater Des Moines offers award-winning chefs and "As Seen on TV" restaurants, as well as 600 miles of trails and a nationally recognized arts and culture scene. Ranked the #1 city with an up-and-coming downtown area, Des Moines is affordable and accessible.



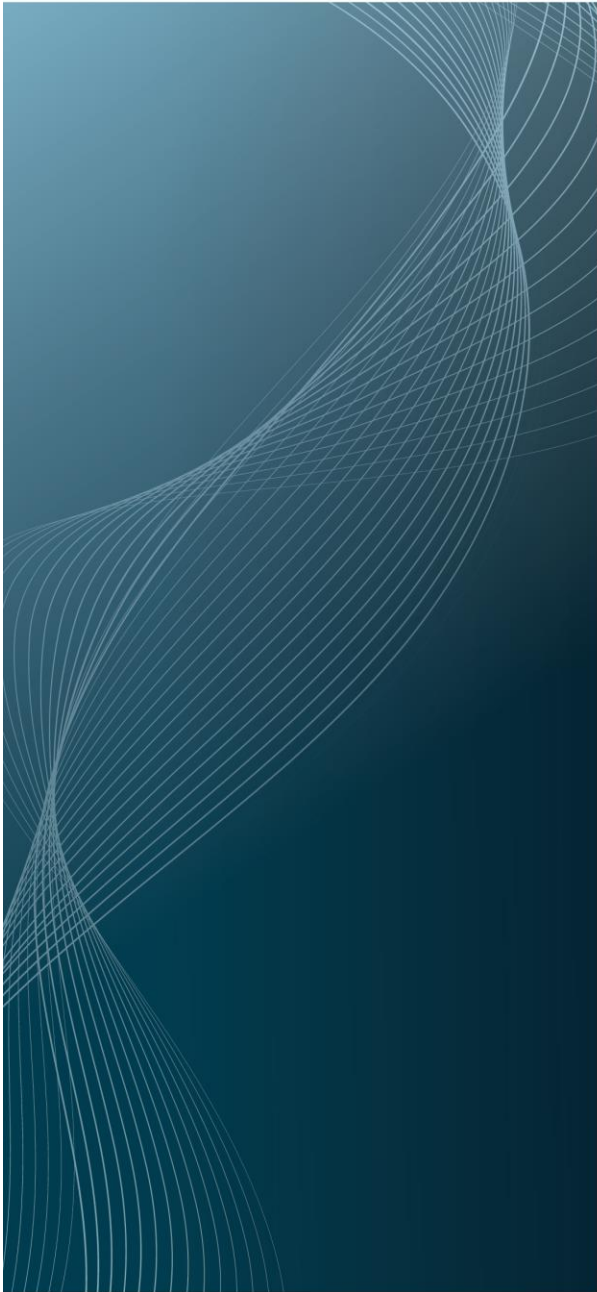
## Procedure for Candidacy

Please direct all nominations and applications to Werner Boel and Taeler Kaufmann through the WittKieffer Candidate Portal by clicking [here](#). Candidates can also find this portal via the WittKieffer website at [www.wittkieffer.com](http://www.wittkieffer.com) and select the "Become a Candidate" button. If you have trouble logging into the portal or have any inquiries about the opportunity, please contact us at [tkaufmann@wittkieffer.com](mailto:tkaufmann@wittkieffer.com).

*Mom's Meals values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status, or any other status protected by law.*

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