



News Release

Celsius Holdings Names Chief Marketing Officer and Announces Marketing Leadership Appointments

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Seasoned marketing executive Rishi Daing appointed CMO

New Chief Brand Officer and Chief Creative Officer roles created to strengthen marketing capabilities

BOCA RATON, Fla.--(BUSINESS WIRE)-- Celsius Holdings, Inc. (Nasdaq: CELH) today announced the appointment of Rishi Daing as Chief Marketing Officer, effective today. The company also established a new Marketing Leadership Team, including Chief Brand Officer and Chief Creative Officer roles, to advance its portfolio growth strategy.

Daing brings more than two decades of global marketing and commercial leadership experience, including senior roles at PepsiCo, Tata Consumer Products, and most recently Mark Anthony Brands, where he spearheaded the launch of Mas+ with Lionel Messi. As CMO, Daing will oversee marketing strategy across Celsius Holdings' portfolio, aligning brand development, go-to-market execution, and digital platforms under a unified, performance-driven framework. He will be based at the company's U.S. headquarters in Boca Raton, Fla., and will report to President and Chief Operating Officer Eric Hanson.

"Rishi is a transformational leader with a proven track record of building and scaling iconic brands," Hanson said. "As we continue to drive growth within our total energy portfolio – including CELSIUS[®], Alani Nu[®], and Rockstar Energy[®] – his expertise in innovation, data-driven marketing, and international expansion will be instrumental in unlocking new growth opportunities for Celsius Holdings worldwide."

In conjunction with Daing's appointment, Celsius Holdings also announced promotions within its new Marketing Leadership Team, elevating leaders who will be instrumental in strengthening brand building, consumer engagement, and creative excellence:

- Kyle Watson – Chief Brand Officer. Watson will be responsible for stewarding brand equity, driving consistency across marketing, advertising, and communications, and deepening consumer loyalty across the portfolio. She has led marketing for the CELSIUS brand in North America since 2019.
- JoBeth Fink – Chief Creative Officer. Fink will oversee the Celsius Holdings Brand Studio and lead the company's creative vision, ensuring bold, consumer-first design and messaging across platforms. She joined Celsius Holdings in 2025 through the Alani Nu acquisition and has since led creative initiatives across the portfolio.

Both Watson and Fink will report to Daing.

“These appointments reflect our commitment to building a world-class marketing organization capable of scaling our brands from big brands into mega brands,” said Celsius Holdings Chairman and CEO John Fieldly. “With Rishi, Kyle, JoBeth, and our strong leadership bench, we are creating a marketing powerhouse that positions us to be a leading, global, functional beverage portfolio company and deliver long-term value for our shareholders.”

About Celsius Holdings, Inc.

Celsius Holdings, Inc. (Nasdaq: CELH) is a functional beverage company and the owner of energy drink brand CELSIUS®, hydration brand CELSIUS HYDRATION™, health and wellness brand Alani Nu® and Rockstar Energy®. Born in fitness and pioneering the rapidly growing, better-for-you, functional beverage category, the company creates and markets leading functional beverage products. For more information, please visit www.celsiusholdingsinc.com.

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Source: Celsius Holdings, Inc.