



Executive Bios

Josh Schroeter

Co-Founder, Sahale Snacks

Josh Schroeter brings to Sahale Snacks more than 10 years of business experience in identifying important market trends and starting companies, developing and managing pioneering initiatives for large companies and organizations, and consulting to startup companies.

Before launching Sahale Snacks, Schroeter was CEO and founder of Blockbuy.com, a venture capital backed Internet company providing group buying and merchandising services to media companies and online marketplaces. Schroeter spent five years at Columbia University where he founded and directed The Center for New Media, an education and research center focused on new forms of media, communication and teaching, funded by many of the world's largest media and technology companies. He also helped launch business ventures at Time Warner and NBC News, after several years working as a PBS documentary producer and local television news reporter.

Schroeter holds a bachelor's degree from Skidmore College and an MS in Journalism and an MBA from Columbia University.

An avid outdoorsman, Schroeter developed the idea of Sahale Snacks with Edmond Sanctis after climbing Mt. Rainier and leaving with a bored palate. Tired of the generic trail mix varieties, Schroeter and Sanctis combined wholesome tree nuts with dried fruit, added flair of international flavor and spice to develop the initial line of Sahale Snacks.

Edmond Sanctis

Co-Founder, Sahale Snacks

Edmond Sanctis brings entrepreneurial expertise with refined management discipline, strategic planning capabilities and executive level experience leading established companies or launching new ventures.

As cofounder of Sahale Snacks, Sanctis is a member of the board of directors for Omnilux, where he served as interim CEO. Sanctis spent seven years of his career at National Broadcasting Company (NBC), including strategic planning across technology, consumer products and media industry and operations of NBC Internet Inc., Snap LLC, NBC Interactive and NBC Digital Publishing.

Sanctis holds a Bachelor of Science degree from the University of Maryland and an MBA from Columbia University. He was accepted into General Electric Company Leadership and Training, a disciplinary leadership and business training program.

Like Schroeter, Sanctis is an avid sportsman, enjoying mountaineering, rock climbing and most outdoor activities. He is also a member of the Academy of Television Arts and Sciences (Emmys) and on the board of Sports Potential, Inc., a sports sciences and education company based out of the Silicon Valley.