

## Contact

[www.linkedin.com/in/isabelle-francois-25486b6](https://www.linkedin.com/in/isabelle-francois-25486b6) (LinkedIn)  
[www.wholefoods.com](https://www.wholefoods.com) (Other)

## Top Skills

Investor Relations  
Accounts Payable (AP)  
Social Impact

## Certifications

Section4 Certified Brand Strategist  
Design Thinking  
Insights for innovation  
Section4 Certified Viral Growth  
Section4 Certified Strategist

# Isabelle Francois

CPG & Retail Business Leader, former VP Whole Foods/ Amazon,  
Strategic Advisor & Board Member  
San Francisco, California, United States

## Experience

### Ayéya

President

June 2025 - Present (10 months)

### Alaffia

President

June 2025 - Present (10 months)

### Shaw Bakers

Chief Financial Officer

June 2023 - May 2025 (2 years)

South San Francisco, California, United States

### Food System 6 Accelerator

Board Member

April 2020 - November 2023 (3 years 8 months)

San Francisco Bay Area

### Neutral

1 year 7 months

### Advisor

January 2023 - July 2023 (7 months)

### Head of Revenue

January 2022 - December 2022 (1 year)

San Francisco Bay Area

### Zero Egg

General Manager, North America

February 2020 - March 2021 (1 year 2 months)

San Francisco Bay Area

### Alaffia

Interim Chief Growth Officer

July 2019 - December 2019 (6 months)

San Francisco Bay Area

## Whole Foods Market

11 years 6 months

### Vice President, WFM + Amazon Strategic Initiatives

November 2017 - June 2019 (1 year 8 months)

Austin TX/ San Francisco CA

### Vice President, Whole Foods Market 365

April 2015 - April 2018 (3 years 1 month)

### Vice President, Northern California

November 2009 - March 2015 (5 years 5 months)

Lead Marketing, Customer Service, Finance, Human Resources, IT and Data functions for Northern California Region.

### Senior Director of Finance

January 2008 - November 2009 (1 year 11 months)

## Gap Inc.

### Director of Finance

December 2005 - January 2008 (2 years 2 months)

## Trimble Navigation

### Head of Corporate FP&A

December 2003 - December 2005 (2 years 1 month)

## Excite@Home

### FP&A Manager

February 2000 - October 2001 (1 year 9 months)

## Xerox

### FP&A Manager

1996 - 1998 (2 years)

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## Education

· (1991 - 1995)