

PERFECT DAY®

Allison Fowler

CHIEF MARKETING OFFICER

Allison Fowler serves as Chief Marketing Officer at Perfect Day, a consumer biology company on a mission to create a kinder, greener tomorrow by developing new ways to make the foods you love today — starting in the dairy aisle. In her role, she leads the company's marketing function, responsible for brand positioning and activation planning, traditional and digital strategies, partner marketing, and new product launches.

Allison brings over two decades of experience building consumer-centric brands, with a track record of leading marketing functions at innovative CPG brands. She joined Perfect Day from Perfect Snacks, where she served as Chief Marketing Officer, leading a team of 20 across their Brand Strategy and Activation, e-commerce and Innovation functions. Prior to Perfect Snacks, she held Brand Marketing leadership positions at Kashi and MillerCoors.

Over her 20-year career, she has led brand strategies for both established CPG and small upstart brands. She has established deep expertise in leading high performing teams, business strategy development, brand positioning and communications strategy, brand activation planning, and concept to launch new product development. Allison enjoys advising high-growth brands and working alongside Founders, and serves on the Board of Directors for Copper Cow Coffee.

Allison earned her BA in Economics from the University of San Diego and MA from the University of Southern California Annenberg School of Communication. She is passionate about the future of animal-free dairy and, with the rest of the Executive Leadership Team, is driving Perfect Day to its vision of building a more equitable, resilient, and diverse food system for all of us.