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Sprouts Farmers Market, Inc. Appoints New Chief Technology Officer

PHOENIX, Ariz. – (Business Wire) – September 11, 2023 – Sprouts Farmers Market, Inc., one of the largest and fastest growing specialty retailers of fresh, natural and organic food in the United States, today announced that James Bahrenburg has joined the company as chief technology officer. Bahrenburg will report directly to Sprouts chief executive officer, Jack Sinclair, and will oversee the strategic direction and management of all aspects of Sprouts' technology.

"We are pleased to add Jim Bahrenburg to the Sprouts executive leadership team," said Sinclair. "Jim's deep experience in retail technology leadership will be an invaluable resource as we enhance our platforms to support the continued execution of our long-term growth strategy."

Bahrenburg brings more than 35 years of experience in building high-performing information technology organizations. Bahrenburg most recently served as chief information officer of Good Food Holdings, LLC, the holding company for five food retailing brands – Bristol Farms, Lazy Acres Natural Market, Metropolitan Market, New Seasons Market, and New Leaf Community Markets – from 2019 to August 2023. Prior to joining Good Food Holdings, Bahrenburg served 99 Cents Only Stores, a premier deep-discount retailer, for over 12 years, including as senior vice president – chief information officer from 2016 to 2019 and vice president – business process and IT planning from 2010 to 2015. He earned a bachelor of arts degree in economics from Dartmouth College.

"I'm thrilled to join Sprouts at this point in its growth trajectory," said Bahrenburg. "I look forward to working with the team to execute on the company's strategic technology initiatives to enhance and elevate digital platforms for Sprouts' customers and team members."

Corporate Profile

True to its farm-stand heritage, Sprouts offers a unique grocery experience featuring an open layout with fresh produce at the heart of the store. Sprouts inspires wellness naturally with a carefully curated assortment of better-for-you products paired with purpose-driven people. The healthy grocer continues to bring the latest in wholesome, innovative products made with lifestyle-friendly ingredients such as organic, plant-based and gluten-free. Headquartered in Phoenix, and one of the largest and fastest growing specialty retailers of fresh, natural and organic food in the United States, Sprouts employs approximately 31,000 team members and operates nearly 400 stores in 23 states nationwide. To learn more about Sprouts, and the good it brings communities, visit about.sprouts.com.