



FOR IMMEDIATE RELEASE

RODALE INSTITUTE WELCOMES MATTHEW GRAND AS NEW CHIEF STRATEGY OFFICER

*Business Strategy Leader And Sustainable Agriculture Champion To Accelerate
Strategic Growth, Innovation and Mission Impact*

Kutztown, Pa. – January 22, 2026 – [Rodale Institute](https://www.rodaleinstitute.org), the global leader in regenerative organic agriculture, has announced the addition of Matthew Grand to its executive team as Chief Strategy Officer. Grand will support the Institute in strategic financial planning, mission-driven strategy and sustainable food systems as the organization continues to grow its leadership in research, farmer training and advancing the regenerative organic movement.

“We are thrilled to welcome Matt to the team, whose deep expertise at the intersection of finance and sustainability, will help propel Rodale Institute’s vision for a healthier planet and more resilient food systems,” said Jeff Tkach, CEO of Rodale Institute. “His passion, coupled with expertise in aligning capital with mission and innovation, will be instrumental as the Institute expands our reach and amplifies our impact in the years ahead.”

Grand joins Rodale Institute with extensive experience guiding organizations and investors toward measurable outcomes in sustainability, resilience and growth. He is the Founder and Managing Partner of Satori North and has dedicated his career to aligning capital and strategy in support of positive food system change. He also brings deep familiarity with the organization, having previously served on Rodale Institute’s Board of Directors, including as Chair of the Finance and Audit Committee.

As Chief Strategy Officer, Grand will advise the CEO and CFO on best practices in budgeting and financial processes; develop long-term business and financial models to support decision-making; lead business and financial planning across programs; support development strategies, including capital campaigns; and help cultivate partnerships and innovative funding models.

“I am honored to return to Rodale Institute at a critical moment for regenerative organic agriculture,” said Grand. “The Institute’s legacy demonstrates what’s possible when science, soil and society work together, and I look forward to supporting its continued growth, influence and impact.”

Prior to founding Satori North, Grand spent 17 years at Goldman Sachs, where he held leadership roles in asset and wealth management. He is a Certified Public Accountant and resides in New Jersey with his wife, Lily, and their two sons.

For more information about Rodale Institute and its leadership team, www.rodaleinstitute.org.

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ABOUT RODALE INSTITUTE

Rodale Institute is a 501(c)(3) nonprofit dedicated to growing the regenerative organic agriculture movement through rigorous research, farmer training, and education. Named one of Fast Company's Most Innovative Companies in 2025, the Institute's groundbreaking science and direct farmer support programs serve as a catalyst for change in farming and food production worldwide. Over its 78-year history, Rodale Institute has proven that organic farming is not only viable but essential to humanity's survival.

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