



## **Who We Are - Naturally Boulder**, Bill Capsalis, Executive Director

As an avid wellness expert, Bill Capsalis's passion and expertise lies in growing natural product companies and helping them thrive. He has helped emerging and mid-sized health brands with everything from go-to market strategies, branding, sales channel strategy, finance, operational challenges and product innovation, for more than two decades, giving him a unique perspective on the challenges and opportunities facing today's food and beverage brands.

Bill grew up in Pontiac, Michigan in the '70s and attended college at Central Michigan University, earning a Bachelor of Fine Arts in art and a minor in music. After spending time on the East Coast, he decided a lifestyle change was in order. Clear skies and an active environment drew him to Boulder, Colo. After getting to Colorado, he became an avid healthy lifestyle advocate. In his role at GAIAM in the late '90s, Bill became an expert on healthy living, sustainability and the [LOHAS way of life](#). He has never looked back.

Being involved with the Naturally Boulder community for the past 18 years has given Bill a unique perspective on the challenges and the opportunities that abound for natural and organic food, beverage, personal care, vitamins and nutritional supplement brands. Most recently, Bill was CEO of Colorado's Haystack Mountain Creamery, successfully managing the company through a sale in early 2021.

In 2021, Bill was named executive director of [Naturally Boulder](#), a trade association in the natural products industry with over 1,100 members and 110 sponsoring companies. At Naturally Boulder, Bill manages the organization's finances, communications, programming and overall organizational strategy. He guides Naturally Boulder's efforts to help local and regional entrepreneurs, companies and brands succeed in the natural and organic products market, as well as encourage job and business growth in Colorado.

Bill also advises natural products brands, including Terraseed, RoseBud Ice Cream, Ultimate Meal and Brand Guide; is a co-founder of the Longmont, Colo.-based [Flock Accelerator](#); participates in the Colorado University Leeds School of Business Natural and Organic Roundtable; serves as an industry adviser for the Denver-based [Blackstone Entrepreneurs Network](#); and sits on the advisory board of [Compass Natural](#), an integrated marketing, communications, public relations and business development agency in Boulder, Colo.

Practicing what he preaches, Bill has led a vegan, low-impact conscious lifestyle for more than three decades. As a passionate bass player, Bill is a member of the band Nimbus, made of four friends from Michigan. Their album "Children of the Earth" is sought-after by many collectors around the world, and was recently reissued by Providenciales Records.