

Executive Biography

Paul Pigott, Owner, La Panzanella



Paul Pigott left his prior career in the high technology sector in 2003 to buy La Panzanella. He was attracted to the business because it was a successful, award-winning company with a delicious product, a great team in place, and potential to grow. Growing the company, while maintaining extraordinary quality and taste was his intention, and he has delivered on that promise.

Today (May, 2009), the company and its award-winning Croccantini line of gourmet snack crackers enjoy national distribution, a consistent and winning pattern of accolades from the National Trade Association of Specialty Retailers, escalating profitability, and fans of the product who are self-described "Crack-antinis."

He is proud to be the caretaker for a product people across the nation enjoy and are loyal about adding to their grocery baskets with every visit. Passionate about quality, Paul is always thinking about ways to add new flavors and portions to the line to satisfy the discriminating buyer.

Now, as the owner of a company that employs 15 team members who share his commitment to quality, Paul applies keen focus on having the right people engaged in doing the right work for their skills, personality, and passion.

Pigott earned his Bachelor of Arts degree in English from Hamilton College in New York and an MBA from the University of Washington. He grew up in the Puget Sound region. When he is away from the office, he enjoys golf on sunny days, coaching basketball and baseball teams for his three sons, and spending time with his wife Dina. He resides in Madison Park.