



## Q&A with Industry Leaders



### **Trina Bediako**

New Horizons Baking Co  
CEO

**Years in the Industry:** 20 years.

**Q. What is one of the most significant milestones in your career?**

The Acquisition of a custom seasonings and ingredient blending company in 2021. We didn't purchase another bakery, but a business that would diversify our product mix and allow us to vertically integrate in new areas of opportunity.

**Q. How has your leadership style evolved over the years?**

My leadership style has evolved into a collaborative structure over the years. I have a very strong executive team; highly skilled in their area of expertise. I provide the best leadership possible, but I recognize the value each member brings to the table, and we work together in building the future of our business.

**Q. What has been the best professional advice you've received?**

Build your own Personal Brand. I am the second-generation owner of my family business. My father is strong and well known in the industry. I will never fill his shoes. It was important for me to put on my own pair and to be known not only as "Tim's daughter", but as "Trina Bediako, CEO of New Horizons Baking Co."

**Q. What advice would you give to rising industry leaders?**

Here are a few pieces of advice I have relied on during my career:

- Know your numbers – you must understand the financial components of your business and how they impact your bottom line.
- Understand your industry – you can't lead something you don't understand.

- Listen to your people – you won't succeed without them.
- Take care of yourself – your mental and physical health.
- Have the difficult conversations – you don't need a group of "yes men" around you. You need people that are bold enough to challenge and ask the difficult questions.
- Have a personal and professional network of people around you – we all need support. We can learn from one another, asking for help or an ear, is not a weakness.

**Q. What do you consider the greatest challenge facing leaders today?** One of our industry's biggest challenges is finding and retaining talented employees.

**Q. What book(s) or podcast(s) would you recommend for rising leaders?**

- Maxwell Leadership Podcast with John Maxwell
- Since Sliced Bread Podcast
- Leaders Eat Last by Simon Sinek

**Q. What is the baked good you can't live without?**

That's easy, chocolate croissant – warmed up!