

Kristin Ashurst
General Counsel

Kristin joined Peet's in 2010 and holds the position of General Counsel and Corporate Secretary. Kristin oversees legal, corporate governance and risk management for Peet's and its subsidiaries.

Kristin first began her career as a litigation associate followed by a transition to in-house positions, including Village Networks, a technology start-up company. She went on to lead the employment law practice group for Longs Drug Stores, which has since been acquired by CVS.

During her tenure at Peet's, Kristin applied her employment law background to Human Resources serving as Director of Human Resources and Director of Total Rewards; before establishing the company's legal department in 2016. Today, Kristin applies more than 20 years of legal experience in leading the department and its functions.

She has also served on the Board of Directors for the non-profit organizations, "Wardrobe for Opportunity" and the "Good Fairy Project" and is a current member of "Impact 100-East Bay" and the "National Association of Women Lawyers".

Kristin holds a BA degree from UC Berkeley and a JD degree from American University, Washington College of Law. She has lived and worked on the east coast and Europe, but as a Berkeley native she is thrilled to be a part of Peet's, a company founded in Berkeley in 1966. Kristin and her husband live in the San Francisco Bay Area and enjoy spending time outdoors in beautiful Lake Tahoe whenever possible.

Favorite Peet's Drink: It's one Kristin waits for all year, the Ethiopian Super Natural, a varietal available each January.