

Laurel M. Whitney

Co-Founder and CFO, Push Beverages



Laurel Whitney is co-founder and CFO of Push Beverages, LLC a New Jersey-based beverage manufacturer that now sells over 30 different products over five different product lines in 40 states nationwide. Currently, she handles all the business, financial, logistics and production aspects of the business. Prior to that, she and her husband, ran the largest independent vending company in New Jersey which was sold in 2013 to a multi-national \$23billion corporation. As a serial entrepreneur, she was also the founder of Giggles Play Station in Rockaway. Giggles Play Station, a 22,000 sqf children's entertainment and party facility, was opened in 2002 and sold in 2010. She is a partner in a real-estate investment company as well.

Whitney previously worked in the Public Relations department in the Johnson & Johnson World Headquarters. She received her Bachelor's degree in Communication from Trenton State College (now College of New Jersey) and her Master's in Communication and Information Studies with a specialty in Public Relations from Rutgers University.

Whitney has coached soccer for her hometown recreation department and now sits on the Roxbury and Mount Arlington Consolidation Study Commission. She has also volunteered her Public Relations services to several community causes and political campaigns. She is an 18-year Roxbury Resident, life-long New Jersey resident and is married with two sons aged 16 and 20. Skiing, hiking and biking are among her hobbies.

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