



Ashli Rosenthal Blumenfeld

Co-President

Ashli Rosenthal Blumenfeld is Co-President of Standard Meat Company, alongside her brother, Ben. They are the fourth generation of Rosenthals to lead Standard Meat Company.

Like many Rosenthals before her, Ashli got her start in the food biz at a young age, beginning as the 9-year-old receptionist at Rosani Foods, the pepperoni business her father Billy started in the 1990s. She made a formal return to the industry working in sales and marketing at CTI Foods in 2008, which at the time was part of the Rosenthal family of food businesses. Prior to food, Ashli spent five years in New York City first in the Communications Department at Italian fashion house Ermenegildo Zegna and then went on to be the Public Relations and Events Manager at St. John Knits. Ashli received her Bachelor of Arts in Communication with a minor in Business, graduating Cum Laude from Tulane University.

When she's not leading SMC, she's serving her community on boards such as Tarrant Area Food Bank, Cook Children's Medical Center, the Fort Worth Zoo, and the Fort Worth Symphony Orchestra. She is also part of the Spur Committee at the Fort Worth Stock Show and Rodeo, the Conscious Capitalism Board of Directors, Frost Bank Advisory Board, and a member of the Women's Foodservice Forum.

Ashli and her husband Todd Blumenfeld established the Rosenthal Blumenfeld Research Endowed Fund within the New Orleans Center for the Gulf South at Tulane to enable research on the diverse food cultures of the Gulf South.

Ashli is the recipient of the Fort Worth Business Press Great Women of Texas Award, and she and her brother Ben are Entrepreneur of the Year® 2024 Southwest and US Family Business Award winners.

Ashli and Todd have two children.

Community Roles

- Tarrant Area Food Bank Board of Directors
- Cook Children's Medical Center Board of Directors
- Fort Worth Zoo Board of Directors
- Fort Worth Symphony Orchestra Board of Directors
- Fort Worth Stock Show and Rodeo Spur Committee
- Rosenthal Blumenfeld Research Endowed Fund

Education & Affiliations

- Tulane University: Bachelor of Arts in communication, with a minor in business
- YPO Fort Worth member
- Stagen: Integral Leadership Program and Advanced Leadership Program graduate
- Conscious Capitalism - Board of Directors
- Women's Foodservice Forum Member
- Frost Bank Advisory Board Member
- Culinary Institute of America Society of Fellows

Awards

- Fort Worth Business Press Great Women of Texas
- E&Y Entrepreneur of the Year - 2024 Southwest and US Family Business awards