

Name: Matt Cohen

Position, Company: Co-founder and Co-CEO, SIMPLi

Matt Cohen is the co-founder and co-CEO of SIMPLi, the leading regenerative organic pantry staples brand helping people cook simply, eat well, and feel good. He and his wife, co-founder and co-CEO Sarela Herrada, built SIMPLi to make better food more accessible, bringing ethically sourced, nutrient-dense, single-origin pantry staples from regenerative ecosystems into everyday cooking.

With a background in finance, operations, and supply chain from Fannie Mae and Choice Hotels International, Matt leads strategy, operations, and sustainability at SIMPLi, working closely with farming partners around the world to build a more equitable, resilient food system.

Matt lives in Philadelphia with Sarela and their three children. In 2025, he was named a Philadelphia Business Journal 40 Under 40 honoree.