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Kevin Bixler to join Peter Pan Seafood in CEO role

After nearly two years under new ownership, Peter Pan continues growth

ANCHORAGE, Alaska — Kevin Bixler will join Peter Pan Seafood as its chief executive officer next month. Bixler has a lifetime of seafood industry knowledge, being born into a commercial fishing family. His seafood industry experience goes back more than three decades, beginning on his father's fishing boat.

Bixler most recently served as global director of group fish procurement at Thai Union, the first centralized function in the group where he led the company strategy on fish procurement. In addition to his work experience, in 2021, Bixler was elected to serve as chairman of both the International Seafood Sustainability Foundation and Association. Prior, he served as vice chairman and served on the board.

Bixler will play a key role in leading Peter Pan Seafood in its vision to produce sustainable seafood for the benefit of oceans and people.

"Kevin's experience at Thai Union, a global seafood leader, and his other various roles in the industry make him a natural fit for Peter Pan," said Rodger May, owner and chief growth officer. "Since we brought Peter Pan under new ownership nearly two years ago, I've been handling many of the CEO duties. We've had a great team of leaders including Jon Hickman, Mike Galan, Joe Guptill, Mike Mussell, David Lerson and Shannon Grant, among others. We have seen significant growth under the new ownership and the timing couldn't be better to bring Kevin and his skill set on, and hand over some of those duties while I continue to focus on growth. I'm confident Kevin will be a great leader for the company in our commitment to customer devotion, working with key stakeholders and providing the best service and support to our fleet."

Bixler's father owned and fished a salmon troll vessel in the 1960s before owning and operating tuna vessels. The youngest of five children, Bixler grew up working on his family's commercial fishing vessels and avocado farms. He went to college at UCLA, where he played football and earned a degree in political science specialization in international relations.

He has worked in leadership positions at Thai Union since 2006, beginning as the director of procurement for Chicken of the Sea and was quickly promoted to vice president of procurement. Bixler was the youngest person in company history to be promoted at this level.

"I am proud and excited to take on the role of CEO at Peter Pan Seafood," Bixler said. "I'm looking forward to working closely with the entire team at Peter Pan to continue growing the company and going the extra mile for employees, fleet, community and customers. I am also deeply committed to sustainability, something that is very in line with Peter Pan's values as well."

Bixler has served in board and advisory roles for a number of organizations including the American Fisherman's Research Foundation, COAC, WCPFC and IATTC. He has also served for several years on the Legacy Foundation Advisory Board for the Rose Bowl.

Outside of work, Bixler enjoys coaching youth sports, mountain biking, travel, fishing and spending time with his family. He is the father of two children with his wife of 17 years.

About Peter Pan Seafood

Peter Pan Seafood Company, LLC is a vertically integrated seafood company dedicated to a strong future of prosperity and sustainability composed of Peter Pan Seafood's assets and the value-added sales channels of Northwest Fish Co., LLC ("Northwest Fish"). The ownership group is Rodger May of Northwest Fish, the Na'-Nuk Investment Fund, LP (managed by McKinley Alaska Private Investment, LLC and McKinley Capital Management, LLC), and the RRG Global Partners Fund (managed by RRG Capital Management, LLC).

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