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Michael Mussell, Matt Frazier join Peter Pan Seafood team

With the company's growth attributed to an increased focus on value-added, US products, Mussell and Frazier fill newly created positions

ANCHORAGE, Alaska — Over the last 18 months, Peter Pan Seafood Company, LLC has increased its focus on value-added, U.S. products, contributing to significant growth for the company. That growth has created two new positions. Michael Mussell will join the team in May as executive vice president of projects, ingredients, and canning and Matt Frazier has started in a regional sales manager position.

“Both Michael and Matt are exceptionally talented,” said Rodger May, Peter Pan Seafood owner and chief growth officer. “We have significantly moved away from a commodity company to a value-added company. As we continue to work with our customers to meet their exact needs, including developing more value-added products, both Michael and Matt will play a key role in helping us deliver the high-quality Alaska products our customers are looking for.”

Mussell has more than 30 years of experiences in the seafood industry, spanning across four continents, and he is a recognized leader in finding and creating value out of the full fish harvest. Peter Pan’s commitment to sustainability, including the full utilization of the catch, and its trusted canned salmon brands will be further strengthened by Mussell’s experience in canning, Omega 3 oils and ingredient protein fractions.

After earning a bachelor’s degree from the University of California Santa Barbara and a master’s from San Diego State University, Mussell honed his craft spending most of his career building and developing production facilities and new applications for Omega 3 oils and low molecular weight fish proteins in Europe, South America, Africa and North America. Mussell’s past experience includes his role as chief operating officer at Austevoll Seafoods/Austral Group; the startup, BlueWave Marine Ingredients; lead of marine platforms at 3D Corporate Solutions and chief commercial officer of ingredients for Nutrimar, a part of the Kvera/SalMar group.

“Peter Pan is undergoing a transformation,” Mussell said. “I am enthusiastic that I can bring my experience to help create more value from underutilized co-products while furthering our environmental commitment to being good corporate citizens and create shareholder value at the same time.”

Frazier brings more than 15 years of experience in the seafood industry, especially the retail and food services space to his new position. He has worked with Sysco, Sea Port Products, Direct Source Seafood, Northern Seafood Sales, Central Market Mill Creek and 10 years working on commercial fishing boats. Frazier has experience and knowledge from every stage of the process from how fish is caught to how it’s sold at the retail level.

“Peter Pan has a customer-first culture,” Frazier said. “Part of my role will be working closely with the end customers to develop the products they want and need. We’re really focused on relationships and that includes combining forces with the fleet to harvest wild Alaska seafood sustainably and responsibly and then deliver the kinds of value-added products the end customer is looking for. It’s a big deal and Americans want product that is harvested and produced sustainably, here at home in the U.S.”

Frazier says he’s a dreamer and has a lot of ideas; he’s looking forward to building relationships with customers and working closely together as Peter Pan works to deliver value-added solutions centered on sustainability.

Peter Pan Seafood is currently hiring for its summer season. Find more information about opportunities at www.ppsf.com.

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’-NukInvestment 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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