Entrepreneur & Innovation Exchange
Published online at FamilyBusiness.org on June 30 2026
DOI: 10.32617/1454-6a43d20170a6d

Give Future Leaders Exposure to Critical Roles

Kimberly Eddleston (Northeastern University)

KEYWORDS: family business advice, Help with a family business, family business succession planning, Aimee Wrubel.

A job rotation program gives next-gens both hands-on experience and a working knowledge of different departments and important outside relationships.

A family business's future leaders may have grown up inside the business, but that doesn't mean that they are ready for leadership -- especially if they lack a deep understanding of how different departments work. At Vitamix Corp., where the fifth generation of leaders now awaits their turn, a rotation program is giving them exposure to the company's important jobs and their challenges, as well as important outside relationships. The program provides both hands-on experience and shadowing.

In this interview, Dr. Aimee Wrubel, Vitamix's Leadership Development Associate and Chair of the company's family council, explains how her company's program works. In experiencing it herself, she has handled phone calls from Vitamix customers, learned more about how products are engineered, and met with outside suppliers who make the company's blades and boxes.

Programs like this, she says, result in "an in-depth appreciation of different jobs, and helps you make key decisions in the future."

Link to video

Copyright © 2026 The Authors. Entrepreneur & Innovation Exchange is published at EIX.org. This is an open access article under the terms of the Creative Commons Attribution-NoDerivs License, which permits use and distribution in any medium, provided the original work is properly cited and no modifications or adaptations are made. View EIX.org Authorship Terms at https://eix.org/terms