



CALIFORNIA
TABLE GRAPE
COMMISSION

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News Release

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California Table Grape Commission Hires Director of Advertising and Digital Media

Fresno, CA – The California Table Grape Commission recently hired Alyson Dias as the director of advertising and digital media to handle the commission's global brand message development and oversee its use throughout the organization's communication tools.

"We are very excited to welcome Alyson to the team," said Kathleen Nave, president of the commission. "Alyson brings to the commission more than a decade of experience in consumer engagement with a focus on curating the kind of compelling stories that will support continued industry growth."

Dias joins the commission after working at Fresno-based Duncan Enterprises for 13 years, most recently as the director of marketing communications with a primary focus on campaign development, specifically in the digital realm. She has also been a speaker at California State University, Fresno for business classes and student groups on topics related to digital marketing. Dias earned a Bachelors of Arts in Mass Communication & Journalism and a Masters of Business Administration from California State University, Fresno.

Dias will primarily focus on coordinating internal and external teams in consumer and trade campaign development, advertising and digital media. She will also direct the advertising program for the U.S. and Canada.

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