



CALIFORNIA  
TABLE GRAPE  
COMMISSION

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# News Release

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## **California Table Grape Commission Hires Marketing Director of Category Management**

Fresno, CA – David Dudley is the new marketing director of category management for the California Table Grape Commission. Dudley's responsibilities include expanding the retail demand for California table grapes in the U.S. and Canada through enhanced category management.

"We are very excited to welcome David to the team," said Kathleen Nave, president of the commission. "David's nearly 10 years of experience in produce management and his experience in the retail sector will be key to the development of future retail programs."

Dudley joins the commission after more than five years at Save Mart, most recently as a senior produce category manager. Dudley also worked for Markon Cooperative as a product manager. According to Nave, Dudley will primarily focus on developing a strategic marketing plan to drive California table grape sales. Dudley will be part of a four-member retail team and will manage numerous retail accounts.

Dudley is a California native, born and raised in the San Joaquin Valley. He is a graduate of California Polytechnic State University, San Luis Obispo, with a bachelor of science degree in agribusiness with a concentration in marketing.

A color photo of David Dudley is included with this news release.

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