



CALIFORNIA
TABLE GRAPE
COMMISSION

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News Release

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Senior Marketing Director Appointed

Fresno, CA – In the latest move to strengthen the global marketing focus of the California Table Grape Commission (commission), Maria Montalvo has been promoted to Senior Marketing Director.

In her new role, Montalvo continues to develop retail promotion initiatives and consumer communication strategies to help move California table grapes throughout the U.S., Central America, and Mexico while expanding her export market portfolio to include Australia, New Zealand, Hong Kong, and Taiwan.

Montalvo joined the commission staff in 2019 and has over 20 years of marketing, promotion, and sales experience. “Maria’s role in the global marketing of California table grapes continues to expand for the very good reason that she is a talent,” said Kathleen Nave, president of the commission. “She is a key member of a high performing team that is bringing new ideas and new energy to retail and consumer work in markets around the world.”

Montalvo’s promotion to Senior Marketing Director is the result of continued efforts by the commission to center its marketing work around a core team of people dedicated to driving demand of California grapes and delivering key commission messaging in U.S. and key export markets.

A photo of Maria Montalvo is included with this release. High resolution copies are available upon request.



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