



CALIFORNIA
TABLE GRAPE
COMMISSION

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News Release

FOR IMMEDIATE RELEASE
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New Marketing Managers Join the California Table Grape Commission

Fresno, CA – The California Table Grape Commission (commission) welcomes two marketing managers, Darlene Avila and Stephanie Soto, to the marketing team.

Darlene Avila joins the commission as the digital marketing manager and will focus on developing and implementing digital promotions in partnership with retail marketing teams and shopper apps offered by third party providers. Avila is a graduate of California State University, Fresno with a bachelor's degree in business administration – marketing. Avila's prior e-commerce experience in the foodservice industry with Lyons Magnus includes working on platforms such as Amazon, Shopify, and Walmart. Stephanie Soto joins the commission as the retail marketing manager and will focus on developing and implementing season-long promotions for California table grapes in partnership with retail marketing teams. Soto is a graduate of California State University, Fresno with a bachelor's degree in food and nutrition sciences. Prior to joining the commission Soto worked in sales and marketing with Valley Fig Growers.

“Darlene and Stephanie are joining a highly motivated marketing team under the leadership of Chief Marketing Officer Alyson Dias, adding their expertise to key areas of focus to create demand for California table grapes in the U.S. and key export markets,” said Kathleen Nave, commission president. “We are glad to welcome them both to the team and look forward to the contributions each will make in the coming seasons,” said Nave.

Photos of Darlene Avila (left) and Stephanie Soto (right) are included with this release. High resolution copies are available upon request.

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