



By Carl Collen

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## Mission's European sales hire

### Avocado specialist taps Vincenzo Salento as sales operations manager for Europe



**M**ission Produce has announced that it has hired Vincenzo Salento as its sales operations manager in Europe, where he will be responsible for formulating and executing sales plans as well as managing the sales support staff in the company's Breda facility in the Netherlands.

According to Ben Barnard, Mission's senior director of operations with oversight in Europe, adding Salento to the growing team in Breda will help to solidify the company's efforts in the region.

"Vincenzo is an experienced sales professional and understands that strong planning programmes ensure

success in growing markets like Europe," said Barnard. "We are excited to have him on our team in Breda."

In his new role, Salento will report to Pedro Hevia, Mission's sales manager in Europe, who said: "Vincenzo will play an important role in our European operations as we grow the business here. I'll work closely with him on analysing customers and market opportunities. His expertise will help us drive exceptional performance in all of our sales support functions."

Brent Scattini, vice-president of sales and marketing, oversees global sales for Mission and noted that Mission had added depth and experience with Salento's appointment.

"Given his prior experience in produce in Europe, as well as his work outside of produce, we feel his skillset is a perfect fit for Mission in Europe," said Scattini.

Salento brings more than 20 years of sales operations management experience, most recently with Milano Fresh in Italy. In addition, he has experience in telecom and renewable energy, as well as holding an economic law degree and masters coursework in strategic marketing.