



By Matthew Jones

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Jim Morris joins Pear Bureau Northwest

Retail and marketing expert brings “unique perspective” to industry body



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Pear Bureau Northwest has appointed Jim Morris as its marketing communications manager.

Morris brings over 12 years of combined retail and marketing experience to the Pear Bureau Northwest team. Most recently, he created and executed omni-channel marketing programmes for key accounts at Keen Footwear, where he worked as the retail marketing manager for three years.

“I’m excited to combine my broad experience in marketing and communications

with my passion for studying consumer behaviour, especially during a time of such rapid change,” said Morris.

“I’m also proud to represent an industry that is vital to my adopted home in the Pacific Northwest. I feel very much at home here and am honoured to join this team.”

Pear Bureau Northwest president and chief executive, Kevin Moffitt, said Morris’ cross-section and depth of experience is highly complementary to the organisation’s commitment to launching innovative promotions and keeping Northwest pears top of mind for consumers.

“We are very pleased to have Jim join our team,” Moffitt said. “His experience will allow us to continue progressing as we enter our 90th year and I believe he will be a valuable asset to helping our team push boundaries in our promotions at retail as well as our PR and advertising aimed at increasing consumption of fresh pears across the board.”