



By Chris  
Komorek

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## Mission Produce promotes Denise Junqueiro

Leading avocado producer-supplier-marketer elevates Junqueiro to vice president of marketing and communications



**M**ission Produce has announced the promotion of Denise Junqueiro, senior director of marketing and communications, to the role of vice president of marketing and communications.

Junqueiro will report directly to Steve Barnard, chief executive officer and founder, and will drive Mission's global marketing plans in concert with the executive committee.

She will continue to play a pivotal role in Mission's growth by directing the Mission Produce brand, media relations, global communications, and consumer and trade marketing.

"Denise's vision, dedication, ability to exceed expectations, and can-do attitude is exactly the kind of leadership the company needs for the future," said Barnard. "There is no doubt her new role will provide her increased influence in order to implement effective strategies to

Junqueiro said she was thrilled about the advancement to provide enhanced value to the company's stakeholders and brand. "As Mission evolves, there are many opportunities to increasingly establish the company as an innovative leader in the industry and to maximise the impact of our consistent growth on our surrounding communities," she said.

Joining Mission in 2016, Junqueiro began as a customer marketing manager and has since risen through the ranks by leading a strong marketing team through comprehensive B2B and consumer marketing plans.

She was instrumental in the public relations and communications behind Mission's journey to become a publicly traded company. She also spearheaded the development of innovative category enhancing strategies and programs including "Avocado Intel," "Emeralds in the Rough," "Minis, small but mighty,"

"Jumbos, more to eat, more to love," "Size Minded," and "Ready."

With more than a decade of marketing experience, Junqueiro co-serves on the California Avocado Commission Marketing Committee and the Produce Marketing Association Fresh Summit Committee.

She is a Class 42 Alumni of the California Ag Leadership Foundation's fellowship programme and holds several achievements, including being a Produce Business Magazine 40-Under-Forty award recipient for the class of 2019, one of The Packer's Women in Produce 2020 honorees and an awardee of the 2020 Fruitnet Media International Women in Produce.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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showcase the Mission difference.”

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