

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

Thursday 1st November 2018, 4:09 GMT

Freshmax elevates branding and communications



Former group marketing manager
Matthew Crouch to oversee operations in newly formed role

Freshmax's Matthew Crouch has taken on the newly created role of general manager – branding and communications with the Australasian group.

Crouch has served as Freshmax's marketing manager since 2016, a role in which he created a centralised shared services model for the group. He also led the Sumo Citrus campaign that [took out the PMA-Produce Plus Marketer of the Year Award](#) in 2016.

His new role will straddle both the Freshmax Group requirements and those of the [newly incorporated intellectual property division](#) Innovar.

"We have been driving a shared service model for marketing at Freshmax for some time, which ensures that our teams across the world can gain access to and inspiration from all creative elements, no matter the market or brand," said Crouch.

"Driving this from a leadership level will ensure that Branding and Communication remains a core part of our DNA long into the future."

Crouch will remain based across Freshmax Group's Melbourne locations.