

For fresh fruit and vegetable marketing and distribution in Asia



By Carl
Collen

Wednesday 24th March 2021, 14:52 GMT

Driscoll's appoints new board members



Graciela Monteagudo (left) and Giannella Alvarez

Fresh berry leader welcomes Giannella Alvarez and Graciela Monteagudo to its board of directors

Berry specialist Driscoll's has announced the appointment of two new members to its board of directors.

These new members are Giannella Alvarez, former CEO and director of the board at Beanitos LLC, and Graciela Monteagudo, the former president and CEO of LALA US.

Driscoll's said that the new appointments "collectively bring strong brand growth expertise and a clear future-looking vision that will help Driscoll's accelerate its mission, which is to delight berry consumers with the best tasting berries today and for many years to come".

Alvarez brings to the Driscoll's board 35-years of experience across a wide range of industries in the US, Latin America, and Europe.

She has led multi-billion-dollar brands for Fortune 100 companies including Procter & Gamble and The Coca-Cola Company in senior executive positions.

"Giannella is a highly creative and decisive leader who has a proven track record of talent building and energising organisations across countries, customers and channels," said J Miles Reiter, Driscoll's chairman and CEO. "Her significant on-the-ground international experiences will serve as an invaluable asset as Driscoll's continues to grow and adapt to the ever-changing marketplace."

Monteagudo built her 30-year executive career at multinational Fortune 500 companies across the consumer products, healthcare and retail industries.

"Graciela's expertise in

addressing the Mexican consumer and retail environment will be invaluable to Driscoll's as we navigate increasing consumer demand in this important growth market," Reiter added. "Her experience in consumer brands, especially in the health and nutrition sector, will bolster Driscoll's capability and success in markets around the globe."

Enjoyed this free article from Asiafruit Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Asiafruit Magazine](http://www.asiafruit.com).