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By Matthew Jones

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## Mission Produce bolsters sales department

California-based company creates business development sector and appoints a new senior director of sales



Stephen Fink is Mission Produce's new senior director of sales

**L**eading avocado supplier Mission Produce has expanded its sales department.

The California-based company has added more sales staff to its foodservice division and created a business development sector, which will operate under Patrick Cortes' supervision. Cortes has been tasked with building and maintaining relationships with key North American customers.

Mission has also hired Stephen Fink as its new senior director of sales.

Fink previously served

as a sales representative and director of sales planning with the company. He left Mission last year to take up the role of avocado category manager with LGS Specialty Sales, where he sourced, transported and sold avocados in addition to other fruit.

Fink will be responsible for providing pricing guidance, reviewing forecast numbers and working closely with Mission's national retail accounts.

"All of these changes helped strengthen our sales pipeline," said Mission Produce's senior vice president

of sales and marketing, Ross Wileman. "I am excited to watch Mission Produce experience an even greater level of success in response to these strategic organisational changes."