
- Advertisement -

J. Miles Reiter returns as Driscoll's CEO

December 3, 2018

J. Miles Reiter has reassumed the position of chief executive officer for Driscoll's as part of planned leadership restructuring aimed to support the company's mission to delight berry consumers through alignment of its customers and network of independent growers.



Family-owned-and-operated for more than 100 years, Driscoll's is positioned for future global brand expansion with this organizational announcement. As a fourth-generation grower and the grandson of one of Driscoll's founders, Reiter will continue to serve as Driscoll's chairman, a role he has held for more than 30 years.

Kevin Murphy, who was named CEO in 2015 after serving as president and chief operating officer, will leave this position by the end of the year.

“Over the past several decades, Driscoll’s has maintained strong success and growth. Through the tireless pursuit of fulfilling our company mission, we now delight consumers with fresh berries that bear the Driscoll’s brand name in more than 60 countries. Kevin has played a key role in leading this growth, and we’re grateful for his leadership and many contributions,” said Reiter. “Reshaping our leadership structure allows us to adapt to our ever-changing marketplace as well as streamline our close work with growers and customers to meet the high expectations that consumers globally have of our berries and brand.”

[Print](#)