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Index Fresh names vice president of business development

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Index Fresh, a California-based global avocado marketer, recently announced John Dmytriw as its vice president of business development. Dmytriw previously held the position of senior business specialist and has been with the company since 2008.

“John’s 20 years in the global avocado industry have primed him to manage Index’s existing relationships and to provide leadership in expanding our account base,” said Todd Elder, vice president of sales and marketing. “We’re excited to have John in a position to further develop new partnerships across the globe.”

Dmytriw’s new responsibilities focus on creating strategic business partnerships, driving revenue,

developing sales approaches and working closely with the sales and marketing team in new business development. Dmytriw will be responsible for creating and identifying new ways for growing sales with existing and newly identified targets.

“Avocados remain an exciting growth industry, and through its innovative culture Index Fresh adds value to the supply chain every day,” Dmytriw said. “I’m thrilled to apply the tools Index has developed to continue to reach new clients and build upon a rock solid foundation.”

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