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Bard Valley Date Growers strengthens sales and marketing team

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Bard Valley Medjool Date Growers announced the addition of two new members to its sales team and the internal promotion of three key staff members. The additional staff will be instrumental in supporting the ongoing significant growth for Bard Valley Date Growers.



Derrick Stinnet

Derrick Stinnet, joining as director of international sales, brings 15 years of industry experience to BVDG specializing in international trade. Prior positions included four years as vice president of international sales and marketing at The Grapery.

Liam Slavin, joining as Northeast sales rep, has a background in sales and marketing with over 10 years of experience in the fresh supply chain industry. Prior industry experience includes a position as senior sales executive at Robinson Fresh (C.H. Robinson Worldwide).



Liam Slavin

“Both Derrick and Liam bring an enthusiastic drive for results,” said Neil Merritt, director of North American sales at BVDG. “Their knowledge in the produce industry will be key in accelerating Bard Valley’s growth internationally and into new retail channels. This is an exciting time for growth as we continue to have record- setting harvest numbers. We are looking forward to pushing the date category to new highs.”

Bard Valley also announced three promotions of key staff members. “We are expanding our marketing programs across consumer, trade and shopper both domestically and internationally,” said Merritt. “It’s an exciting time to be a part of the Bard Valley Date Growers Association. We are looking forward to pursuing every new opportunity for growth.”

David Baxter promoted to marketing director. Having previously served as the company’s brand manager for the past two years, Baxter will play a more prominent leadership role in both consumer and trade marketing efforts. He brings a range of experience to this position as he leads brand strategy, communications, innovations, and data management.

Rocio Saldana promoted to senior marketing coordinator. Saldana joined BVDG in 2014. In her new role, she will be responsible for helping accelerate the growth of Bard Valley Natural Delights through the expansion of the sales and marketing efforts.

Elsa Salazar promoted to marketing coordinator. Salazar joined the Bard Valley team nearly four years ago as a customer service representative, specializing in export. In her new position, she will be assisting various marketing and trade programs supporting the growth of the company.

“We are proud to recognize David, Rocio and Elsa’s contributions to our company’s success with these well-deserved promotions,” said David Anderson, vice president of sales and marketing at BVDG. “We are looking forward to seeing them continue to flourish in their respective careers.”

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