

---

**- Advertisement -**

## **Mark Daniels named IPC's Southeast retail promotion director**

December 1, 2020

Mark Daniels, a produce veteran with 35 years of industry experience, has joined the Idaho Potato Commission as retail promotion director-Southeast.

Based in the Savannah, GA, area, Daniels will provide category management, promotions and other marketing support tools to help category managers and buyers in the Southeast boost profitability in the rapidly evolving marketplace. He replaces Bill Savilonis, who has moved on after 28 years with IPC.



“I’ve relied on the IPC so much in the past because they support the category so well,” said Daniels. “I hope to really help retailers catch their market, so to speak, by defining where the opportunities are so they’re not missing those ‘nuggets’ that are out there. We’re able to use the nuts and bolts of data to find these specific areas of potential growth for each retailer.”

Daniels, who grew up as an army brat, joined the industry as a 16-year-old in Knoxville, TN, when he landed his first job working part time at a local grocery store. His produce tour of duty has taken him from major grocery retailers like BI-LO to military commissary stores to CEA Fresh Farms, where he most recently was director of business development. Daniels is also a member of the Southeast Produce Council board of governors, after serving 16 years on the group’s board of directors and executive committee roles.

“Mark has an extensive background in retail, wholesale and sales and is well-respected in the South as a longtime board member of the Southeast Produce Council,” said Seth Pemsler, vice president-retail/international. “He knows exactly what kinds of resources retailers need because he has such a wide-ranging perspective on our industry. We can’t wait for him to start sharing his expertise with Southeastern retailers.”

Daniels and his wife, Delynn, have two sons — 30-year-old Geran, who works in the film industry, and 26-year-old Dylan, a pharmacy school student. Idaho potatoes are a family favorite, said Daniels, who prefers his spuds baked. “I like it just by itself or loaded, and I eat it skin and all!”