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Maile Shanahan Geis to lead 'California Grown' campaign

July 20, 2008

The Buy California Marketing Agreement, which oversees the "California Grown" campaign, recently promoted Maile Shanahan Geis from marketing director to executive director, where she is now responsible for the program's strategic direction, long-term planning and signatory relations.

In addition, she will continue to oversee the marketing and promotional activities of the statewide campaign, including public relations outreach, advertising programs, retail and foodservice merchandising, and industry communications.

"We are fortunate to have Maile lead the program as our new executive director," Chris Zanobini, chairman of the Buy California Marketing Agreement, said in a press release. "The 'California Grown' program has made great strides in educating consumers about the economic benefits of choosing California-grown agricultural products. With Maile at the helm of the program, we will be sure to continue that success."

Before joining Buy California in 2004, Ms. Shanahan Geis served as marketing manager for Apio Inc., a leader in the fresh-cut vegetable category. During her tenure at Apio, she gained valuable insight into production agriculture, as well as the grocery and foodservice industries. This knowledge, coupled with her marketing expertise, has directly contributed to the success of the "California Grown" campaign.

"I am thrilled at the opportunity to enhance my role in working closely with all of our board members and signatories to promote the 'California Grown' campaign," Ms. Shanahan Geis said in the press release. "I look forward to continuing to grow the campaign, and, in turn, contributing to the strength of our state's agricultural industry."

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