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J&C Tropicals names new CEO

January 22, 2021

J&C Tropicals announced the appointment of Jessie Capote Esq. as its new CEO. He assumed responsibilities Jan. 1, 2021, and succeeds Carlos Capote.



Jessie Capote has been part of the J&C Tropicals team for over 13 years. During this time, he has led the transformative growth of each

department — from finance, farming, and distribution operations to procurement domestically and abroad and acquiring new sales channels. The company's revenue and market share has grown 30 percent while also developing new and exciting products and services.

Capote has also been an integral part of defining the company's culture — making it one of the best tropical produce companies to work for. J&C Tropicals has been recognized as a Great Place to Work Certified company for the second year in a row. Working side by side with his brothers, Adrian and Carlos, Capote has established and executed a new strategic vision for the nearly 60-year-old family business that will elevate their standing at the forefront of the tropical produce farming and distribution industry.

"It means so much to me to lead this company. It's more than business — it's legacy," he said. "We are more excited than ever as to what lies ahead!"

Capote has a background in finance and corporate law in addition to his 13-year experience in the produce industry. He has gained extensive industry knowledge in business development, strategic planning, and project management as a result of his professional endeavors.

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