
- Advertisement -

Hazel Tech names Kellen Stailey Martin as marketing VP

February 19, 2021

Hazel Technologies Inc., a USDA-supported technology company delivering new solutions for fresh produce to extend shelf-life, increase sales, and combat food waste, announced Kellen Stailey Martin has joined the company as vice president of marketing.



Kellen Stailey Martin

With over 15 years of experience in the produce industry, Martin's expertise ranges from marketing and product development to sales and merchandising. Most recently Martin served as vice president of marketing for Grimmway Farms, leading both marketing and merchandising teams across North America. Prior to Grimmway, Martin held leadership roles in sales and marketing at Sunshine Bouquet, one of the largest cut flower producers in South America.

Martin has been awarded PMA's Tip Murphy Scholarship for Leadership Excellence and was accepted into the Emerging Leaders Program at Thunderbird School of Global Business. She graduated with an international business degree from University of Texas McCombs School of Business.

As Hazel's vice president of marketing, Martin will lead the company's marketing strategy and implementation, as well as oversee the global marketing team. She will report directly to CMO Pat Flynn and will direct all media, digital, insights, public relations, content creation and brand management.

"I am extremely excited to join the Hazel team. Hazel Tech's impressive growth to over 160 customers is a testament to the quality and talent of the people who have cultivated this industry-changing organization," said Martin.

"We are excited to have a cross-functional leader with Kellen's passion and drive joining the Hazel team," said Flynn, CMO and co-founder at Hazel Technologies. "Kellen's multi-faceted experience in the produce industry will allow Hazel Tech to continue to mentor future leaders at our company, decrease food waste across the supply chain, and increase sales for our customers in the fresh

produce category.”

[Print](#)