



- Advertisement -

**Pear Bureau Northwest promotes Bob Catinella to director of merchandising**

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[Pear Bureau Northwest](#) has promoted Bob Catinella to director of merchandising.



Catinella started at PBNW in 2012 as one of the organization's five regional marketing managers and has been continually taking on new responsibilities, including adding national account responsibility for some of the country's top retailers and becoming lead regional marketing manager in 2019. Prior to joining PBNW, Catinella was manager of retail sales for Progressive Gourmet.

"I am really excited to have the opportunity to work even more closely with our team of regional managers and to continue developing and implementing innovative and compelling initiatives," said Catinella. "The Pear Bureau has given me an opportunity to grow personally and professionally, and I am truly grateful."

As more consumers have begun shopping online in the past couple of years, PBNW has rapidly shifted to more digital activities to create truly omni-channel promotions. Catinella has played a key role in the development and execution of these programs.

"Bob is a people person with a strong work ethic," said Kevin Moffitt, president and CEO. "He not only leads by example, he also relates well to people at all levels and brings energy and ideas to the team. I look forward to working with him in his new role as we continue to bring creative ideas and effective solutions to help retailers build their pear categories."

Catinella earned a bachelor's degree in business management and computer science from the University of Massachusetts-Boston. He resides in Massachusetts, where he enjoys his family and the outdoors.