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Cindy Swanberg Schwing joins Splendid by Porvenir as VP of marketing

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[Splendid by Porvenir](#) has hired [Cindy Swanberg Schwing](#) as its vice president of marketing for the company. Schwing will concentrate on all aspects of marketing, with efforts closely connected and coordinated with retail sales. Such a strong marketing and sales strategy is believed to further strengthen the Splendid and Tropic Star brands with Splendid's full line of products.

Most recently, Schwing handled the West Coast region for the National Mango Board as a retail consultant. She was instrumental in bringing aboard many new clients known for movement of mangos.

With a varied background, Schwing brings more than 25 years of experience in the produce industry as well as roots in a farming family in south Texas. "I'm excited to be working with such a progressive, growing produce company and making connections and new relationships that will take us far," she said. "It's a perfect fit for me."

The career move enables Schwing to incorporate many of her passions: agriculture, the produce industry, the Spanish language, mangos (her specialty license plates even read Ms. Mango) and a global emphasis for the growth of a burgeoning produce empire.

"We hope to incorporate Cindy's experience, energy and skillsets with where we are going as a company and believe we'll have great success," said Daniel Ibarra, owner of Splendid.

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