



- Advertisement -

Kacy Fabie joins IFPA Leadership Program, a floral industry first

December 2, 2022

Kacy Fabie, [Colour Republic's](#) head of digital marketing and eCommerce, has joined the International Fresh Produce Association's Leadership Program — the first time a member of the floral industry has been invited! The 2022-2023 class was announced in Oct. 2022, during the annual Global Produce and Floral Show in Orlando, FL.

This prestigious program, a legacy from United Fresh, is entering its 27th year and is the only leadership program for fresh produce and floral industries. During a year-long leadership journey, participants develop essential leadership and business skills through customized trips packed with face-to-face meetings, hands-on training with top industry experts and educators, interactive experiences with influential leaders in Washington and nationwide, and more.

Each year, just 12 industry professionals are selected to participate in the program to help develop future leaders and advocates for the industry, focusing on four fundamental goals:

- Leadership development
- Business relationships
- Government and public affairs
- Media and public communications

Fabie has a proven track record of innovating and scaling digital businesses for nearly 20 years, building high-performing growth teams, and delivering quality brand experiences with non-profits and start-ups, as well as some of the largest consumer packaged goods companies worldwide including Kimberly-Clark Corporation and Mars Inc.

She pairs her ability to visualize endless possibilities with entrepreneurial leadership to achieve bold results—building our eCommerce team and digital supply chain from the ground up, selling primarily on Amazon, Sams.com and Instacart. She also secured a licensing contract to be the exclusive seller of the Country Living Floral Collection with Hearst Magazines.

Participants in the IFPA Leadership Program are selected to the program by the Leadership Advisory Committee based on many factors, including business experiences, segment of the industry, geographic location, industry leadership and more.

[Print](#)