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**California Avocado Commission names new VP of marketing**



Terry Splane

The [California Avocado Commission](#) has hired food industry veteran Terry Splane as its new vice president of marketing. Splane fills the role vacated by Jan DeLyser following her retirement last month. He has more than 30 years of sales and marketing experience in the foodservice and retail channels, most recently as head of partner success and strategy for Impossible Foods.

“We are very happy to have Terry Splane join the team and lead the commission’s marketing strategy and activities,” said Jeff Oberman, California Avocado Commission president. “Terry’s deep experience in the fresh food industry and comprehension of multiple distribution channels including retail, club and foodservice, as well as his leadership in strategy, branding, advertising and public relations, align very well with our marketing program.”

Before working at Impossible Foods, Splane was vice president of marketing for Ventura Foods LLC for more than a decade. There he was responsible for the creation of the strategic marketing process, partner engagement, communications, product training, brand and product management and more. Prior to Ventura Foods, he served as director of marketing for McCormick & Co. for six years.

“In addition to Terry’s demonstrated marketing proficiency, his industry leadership and mentorship are reasons that we’re confident he will be a great fit with the California Avocado Commission,” said Oberman. “He will be leading a dedicated team of marketers and building upon our legacy of marketing innovation in the exciting avocado category.”