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Calavo hires Guido Doddoli Cárdenas as sales manager

May 16, 2024

Guido Doddoli Cárdenas has joined [Calavo Growers](#) as sales manager, export division for Calavo Foods. In this role, Doddoli will be focus on building and managing sales for the Calavo's guacamole and processed avocado business in Mexico, the United States and other international markets.

Doddoli comes to Calavo with an illustrious family heritage and deep-rooted experience in the Mexican avocado industry, including growing, production and project management in fresh and processed avocados.

Prior to joining the sales team at Calavo, Doddoli worked as sales manager for Grupo Freza where he expanded the company's portfolio in the U.S. market and worked to facilitate entry into new markets in Europe, Oceania, Mexico and the United States. He also brings innovation and product development experience to his new role with diversification into industrial and foodservice markets.

"The addition of Guido will add tremendous value to our experienced Sales team. We are eager to tap into Guido's aptitude and network as we continue to build our retail and foodservice programs and look forward to his impact," said Ron Araiza, executive vice president for Calavo's foods division.

Doddoli's role with Calavo began April 30; he reports to Araiza. His position is based in Uruapan, Michoacan, where Calavo's avocado-processing facility is located.

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