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**Jay Guzman joins Thx! as vice president of growth and gratitude**

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[Thx!](#) has hired Jay Guzman as its new vice president of growth and gratitude. Guzman will play a pivotal role in building and expanding strategic partnerships with retailers, brands and growers across Thx!'s global network in this newly created role.

Thx! is on a mission to expand its social impact program so that it may empower and help more farmworkers while fostering personal connections between them and consumers. Thx!'s innovative platform generates value for the entire supply chain, fostering enriching relationships with brands and their consumers, retailers and their shoppers, and allowing these shoppers the chance to do good with their purchases. Conscious consumerism is paramount to today's consumers, and Thx! empowers partner brands with enhanced product value and a deeper sense of purpose.

Guzman, a 15-year veteran of the fresh produce industry, brings a wealth of experience and a passion for social responsibility to the Thx! organization. He will provide strategic vision and guidance, leveraging his relationships with growers, packers, shippers and retailers across the complex produce supply chain to forge new partnerships.

Guzman joins Thx! from Fair Trade USA, where he most recently served as director of national retail partnerships. In this role, he played a key role in stewarding the Fair Trade Certified program's significant growth across categories with several major U.S. retailers.

"I am incredibly proud to have the opportunity to work with a team that is truly innovating the consumer experience by sharing the stories of our farmworkers and how their purchases contribute to making dreams come true," said Guzman.

"We are delighted to welcome Jay to the Thx! team and confident that his vast experience in produce and passion for ethical worker programs make him a huge asset to Thx! and a strategic leader for our programs. We couldn't be more excited for this next chapter," said Martin Casanova, Thx!'s chief dreams officer.

"With Jay's deep retail knowledge, we only expect the value for Thx! partners to grow even stronger," said Raul Fernandez, Thx!'s chief imagination officer. "This win-win scenario between Thx! and its retailers and suppliers allows us to empower farmworkers, engage shoppers, and create a more sustainable future for the industry."

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