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## Sunview names Lisa Corrigan director of retail development

October 11, 2024

Lisa (Davis) Corrigan is the latest addition to the [Sunview Marketing](#) team as director of retail development. Her strength in this space will enhance retail relationships and strategically build new business opportunities.



“We are thrilled to welcome Lisa to our team. Her expertise in value-added sales and category management will be instrumental in advancing Sunview’s dedication to leading the table grape category and delivering customer-centric sales efforts,” said Mitch Wetzel, vice president of sales and marketing.

Corrigan brings a wealth of experience to her new role, having served as the director of marketing for Prima Wawona and the director of business development at Bonduelle Fresh Americas. With over 20

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years in the fresh produce industry, she has held various key positions, including marketing director, vice president of sales (West), business development and agriculture customer relations. Her extensive experience has allowed her to build strong industry connections and lasting friendships.

Corrigan holds a double major in landscape architecture and agriculture business management with a concentration in marketing, which she earned at Cal Poly in San Luis Obispo. She served as vice chair for PMA's Fresh Summit Committee in 2013 and chaired the committee in 2014. She also served on the United Fresh Produce Association Marketing Expertise Committee and served on the newly formed International Fresh Produce Association's Marketing Council.

In her spare time, she hauls her daughter's horses for California High School rodeo or sits in the bleachers to watch her play competitive school and club volleyball.

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