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**Seasoned berry veteran joins Somerfield Farms as vice president of sales**

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By

John Groh

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[Somersfield Farms](#), a leading producer of premium-quality berries based in Wilmington, NC, announced the appointment of Tom Smith as vice president of sales.

Smith, a seasoned industry leader with over two decades of experience, leaves his longtime role as director of sales at California Giant to take on this pivotal role.

During his tenure at California Giant, Smith played an instrumental role in driving significant sales growth, expanding market share and nurturing strategic partnerships across the fresh produce industry. His leadership and vision made him a trusted figure in the space, and his transition to Somersfield Farms marks an exciting new chapter.

"Somersfield Farms is not just another opportunity -- it's a chance to be part of something truly special," said Smith. "The company's innovations, values and dedication to customers and growers alike align perfectly with my own. I look forward to working alongside this talented team and contributing to the next phase of growth and success."

Byron Massey, president of Somersfield Farms, expressed his excitement about the addition of Smith to the team.

"Tom is one of the most respected leaders in the industry, and his track record speaks for itself," said Byron Massey, president of Somersfield Farms. "His expertise, integrity and ability to cultivate strong relationships make him the perfect fit for this role. We are excited about the impact he will have on our company's growth and our customers' success."

Lee Kimball, a partner of Somersfield Farms, said, "I've consistently heard remarkable things about his dedication to excellence and his commitment to supporting customers in a way that reflects the values we hold at Somersfield Farms. His strategic mindset and deep understanding of the fresh produce industry will be invaluable as we expand our operations and strengthen our market presence."

Smith's appointment comes at a time of significant growth for Somersfield Farms, which has made strides in both its domestic and international operations. The company's recent expansion efforts and strategic alliances have positioned it as a rising leader in the industry.

In his new role as vice president of sales, Smith will be responsible for overseeing sales strategies, building key client relationships and driving revenue growth across multiple markets. His focus on innovation and customer-first solutions aligns seamlessly with Somersfield Farms' mission to provide premium-quality produce while fostering long-term partnerships.

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**About John Groh** | 

John Groh graduated from the University of San Diego in 1989 with a bachelors of arts degree in English. Following a brief stint as a sportswriter covering the New York Giants football team, he joined The Produce News in 1995 as an assistant editor and worked his way up the ranks, becoming publisher in 2006. He and his wife, Mary Anne, live in northern New Jersey in the suburbs of New York City.

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