
The image shows the Driscoll's logo in a green, cursive font with a red dot above the 'i'. The logo is centered on a yellow background with a subtle, textured pattern.

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Retirement prompts change on Driscoll's board

May 8, 2025

Longtime Driscoll's board member Neil P. DeFeo has retired after 27 years of distinguished service. In his place, the company welcomed Berry Marttin, a globally respected agricultural finance leader, to its board of directors.

DeFeo joined the Board in 1998 and served as a trusted strategic partner to leadership during a pivotal era of growth. His tenure aligned with Driscoll's global expansion under J. Miles Reiter, who became chairman in 1988 and served as CEO 2000–15 and again 2018–24. Now executive chairman, Reiter has helped guide Driscoll's transformation from a regional business to a global brand. Together, Reiter and DeFeo's long-standing collaboration helped shape the company's strategic direction during this transformation.

“Neil has been an extraordinary board member, trusted advisor, and true friend,” said Reiter. “He brought a sharp, results-driven mindset — pushing us to act boldly and with clarity. His ability to turn consumer insights into business strategy strengthened our brand and market position. I'm deeply grateful for the impact he's had on Driscoll's and on me personally.”

A seasoned CEO and respected board member, DeFeo led the Playtex Products Co. as chairman and CEO, tripling shareholder value before its sale to Energizer Holdings. He also held senior roles at Procter and Gamble and the Clorox Co., was the chairman and CEO of Remington Products, co-founded the Sun Products Co. and later co-founded Nonantum Capital Partners. His board service has spanned both public and private companies, private equity backed firms and mission driven non-profits - leaving a legacy of visionary leadership and results.

Looking forward, Marttin brings over 30 years of executive experience across international banking, food systems and sustainability. From 2009 to 2023, he served on the managing board of Rabobank, overseeing key business units including wholesale and rural banking, global food and agriculture, leasing and sustainability, including the Rabo Carbon Bank.

“Marttin's depth of experience across agriculture, sustainability, and finance makes him an invaluable addition to our Board,” said Soren Bjorn, CEO of Driscoll's. “As we scale our brand globally, his insight will help us stay agile, innovative, improve operational efficiencies and ensure the business remains resilient against industry-wide challenges.”

