

PMA appoints new regional vice president

Produce Marketing Association (PMA) has appointed Anouk Sijmonsma as its new regional vice president for Asia, Africa, Europe and Australia/New Zealand.

In her new role, Sijmonsma is to help PMA's members in these regions grow fresh produce and floral businesses, and in turn grow the increasingly global produce and floral industry.

Sijmonsma will work with members from PMA headquarters and in-country staff along with volunteer leaders in those regions to meet local members' needs.

She replaces and reports to Richard Owen.

For more, visit: <https://www.bizcommunity.com>