



CALIFORNIA
TABLE GRAPE
COMMISSION

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News Release

FOR IMMEDIATE RELEASE
January 16, 2025

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New Marketing Directors Join the California Table Grape Commission

Fresno, CA – The California Table Grape Commission welcomes Lisa Massie and Alexandra Merritt to the marketing team.

As the director of international marketing for Asia, Massie will lead the marketing work in targeted export markets throughout Asia, focusing on building demand for California table grapes through the work of multiple in-country promotion teams. Massie served as the Global Marketing and Communications Specialist at Trillium Flow Technologies and brings a background in account management, business analysis, communications, and export promotion with her to the commission. As director of global marketing, Merritt will manage retail accounts in the U.S. and will lead the marketing work in the key export markets of Canada, Australia, and New Zealand. Additionally, Merritt will be responsible for directing category management research. Merritt joins the commission from Root Creative Marketing where she served as Account Director and was responsible for implementing marketing campaigns for a diverse set of agriculture, food product, and lifestyle product clients.

“Both Lisa and Alexandra bring talent, drive, heart, and extensive backgrounds in account management and analysis to the commission marketing team,” said Ian LeMay, incoming commission president. “We are very pleased to welcome them to the team and look forward to the many contributions they will each make in the years to come,” said LeMay.

Photos of Lisa Massie (left) and Alexandra Merritt (right) are included with this release. High resolution copies are available upon request.



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