

GROWERTALKS

GT in Brief

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Costa Hires a CMO

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When you get to the size of Costa Farms, you invariably start adding executives with “C” (as in Chief) in their title. And chances are good they’ll come from outside the industry. To wit: Henry Gonzalez, the new Chief Marketing Officer for the company. He was hired to oversee all of Costa’s marketing, research and category management teams.

Henry comes to Costa with more than 25 years of diverse experience with companies such as Burger King, Edwards Fine Foods and Schwan Food Company, as well as ad agencies Crispin Porter Bogusky and Zimmerman Advertising. He earned a Bachelor of Science degree in finance from the University of Florida’s Warrington College of Business.

“Henry will be of tremendous benefit to our organization,” said CEO Jose Smith in a press release. “His diverse experience as a retail client, manufacturer and agency partner gives him a strong business background in brand and retail marketing, which adds value for our customers and improves our commitment to develop consumer-driven programs.” **GT**