

GROWERTALKS

GT in Brief

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Meet Monrovia's New CMO

Chris Beytes

Marketing is something Monrovia has always been good at. Garden centers have known their branded pot seemingly forever and consumers recognize it, too, even if the Monrovia name doesn't roll off their tongues.

It seems like Monrovia wants to take the business to even new heights. They've announced the hiring of a new Chief Marketing Officer, Tristan Simpson. She joined the company October 2 and will be based at the Azusa, California, headquarters.

What's interesting about Tristan is her background: She comes to Monrovia with more than 20 years of experience in consumer packaged goods marketing, especially in the natural and organic food category. She led brand strategies for Ready Pac Food, Inc., Frieda's Inc., Sun Pacific and others.

At Monrovia, she will be responsible for "developing, implementing and managing a comprehensive marketing strategy as the company continues its successful campaign of increasing customer awareness and engagement with the brand," said the release announcing her hire.

Tristan holds an Master's in Business Administration from the Marshall School of Business at the University of Southern California, Los Angeles, and a Bachelor of Arts from the University of California, Irvine. **GT**