



FORMER READY PAC EXECUTIVE JOINS FUSION MARKETING

Neil Merritt Joins Fusion as Director of Sales and Business Development

LOS ANGELES (February 22, 2016) – Neil Merritt, a professional in the produce industry, joins Fusion Marketing as Director of Sales and Business Development. Merritt's extensive background in sales, trade marketing, category management, and industry board leadership positions will serve him well as he propels Fusion to the next level of sales expertise and client services.

"Neil brings an enthusiastic drive for results," explains Steven Muro, President of Fusion Marketing. "He understands the business of produce and has knowledge in so many areas, which will enhance our services to new and existing clients to help them grow their bottom line."

Prior to joining Fusion, Merritt held key executive positions at leading industry corporations. His produce career launched at Dole Foods as Senior Category Manager of National Accounts, which resulted in expanded distribution and performance at many retailers including Kroger, Ahold, Loblaws, Albertsons, and Wal-Mart. He then drove category management, trade marketing and consumer initiatives across the West division of Unilever Foods North America. Merritt was recruited from Unilever to lead the Ready Pac category management and trade marketing team. His work and dedication earned him a promotion as Ready Pac's Division Vice President of National Accounts where he was responsible for over \$85 million in retail produce sales. Merritt then joined HMR Foods as Vice President of Sales and Marketing and had great success with national expansion in Trader Joe's Fresh and Frozen departments; major program implementation with Target; and multi-category growth at Safeway.

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Merritt's vast industry experience has led him to many industry board positions including: United Fresh Produce Association's Marketing & Merchandising Board Member, Leadership Alumni Board Member and Leadership Class Alumni Board; the Produce Marketing Association's Fit Career Ambassador; the Fresh Produce & Floral Council's Southern California Committee Chair; and *Produce Business* "40 under 40" Class of 2010.



Neil Merritt joins Fusion Marketing as Director of Sales and Business Development. Merritt's extensive background includes positions at Ready Pac, Dole Foods and Unilever Foods.

"I am excited to join Fusion's team," states Neil Merritt, newly appointed director of sales and business development at Fusion Marketing. "I was looking for a position that would draw upon my past experience and yet allow me to expand and develop new opportunities. I found that at Fusion. Fusion is passionate and committed to providing the highest quality services through their customized approach to client deliverables. I am looking forward to joining such a forward-thinking company."

Merritt's broad retail trade sales and marketing background will provide high-level category management, strategic business planning and sales growth opportunities for Fusion Marketing's new and existing produce clients.

ABOUT FUSION MARKETING

Fusion Marketing partners with fresh produce suppliers, associations and retailers to increase sales at retail. Fusion uncovers growth opportunities and turns them into information-based, market-ready solutions that are customized to each client's unique business needs. Every project is supported by Fusion's experienced team to provide the highest level of expertise and dedicated client support. FusionMarketing360.com

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