



Contact: Angela Serna
National Mango Board
(407) 629-7318 ext. 113
ASerna@mango.org

National Mango Board Appoints Valda Coryat as New Director of Marketing

Valda will guide the Marketing Programs to success in the mango industry

Orlando, Fla (April 6, 2017) – The National Mango Board (NMB) has named Valda Coryat as the NMB’s new Director of Marketing. Valda will help strengthen the board’s marketing programs and drive mango consumption and awareness in the U.S. As director, Valda will oversee all NMB marketing and public relations initiatives for consumer, nutrition, retail and foodservice programs, as well as lead trade show and website communications. In addition, she will collaborate with the management team and board members to develop marketing concepts, tactics and campaigns – all designed to promote the NMB’s mission.

“Valda joins the team with an extensive background in consumer marketing that will be instrumental in designing and managing NMB programs that will continue to drive mango demand and consumption,” stated Manuel Michel, Executive Director at the NMB. “Her broad experience in several marketing roles and working with various multimedia strategies will help us elevate the mango message across all audiences and stakeholders.”

Valda comes to the NMB with a passion for mangos passed down through generations in her Caribbean family. Her ‘mango love’ was reinforced during a visit to India, where mangos are an everyday staple. Valda’s innate mango passion and wealth of marketing leadership, crossing global, regional and domestic markets, will help spearhead the mango message. Throughout her consumer marketing career, Valda’s goal has been to “create unexpected, relevant and lasting connections between brands and their consumers”.

Valda completed her undergraduate studies at Duke University and went on to Columbia University’s Graduate School of Business where she earned her MBA. Beyond her passion for marketing, Valda invests her time and resources as a Board member of the Central Florida YMCA of Lake Nona and other organizations that support healthy living and the development of children. In her spare time, she enjoys good food, good music, and good dancing. True to her roots, Valda most enjoys the beach, exploring Florida’s coastline with family and friends.



Valda Coryat, NMB Director of Marketing

“I am honored to lead the mango industry marketing efforts to increase the consumption and awareness of mangos in the U.S.,” says Valda. “As a marketing storyteller and brand ambassador, I look forward to inspiring consumers nationwide to eat this delicious and nutritious superfruit. From soap, to beauty and personal care products, to beer and now mangos, the goal is the same – deliver brand or product growth through innovation and creativity that transforms the ordinary into extraordinary moments in people’s lives.”

About the National Mango Board

The [National Mango Board](https://www.mango.org) is an agriculture promotion group supported by assessments from both domestic and imported mangos. The board’s vision, to bring the world’s love of mangos to the U.S., was designed to drive awareness and consumption of fresh mangos in the U.S. marketplace. One cup of the superfruit mango contains 100 calories, 100% of daily vitamin C, 35% of daily vitamin A, 12% of daily fiber, and an amazing source of tropical flavor. Learn more at [mango.org](https://www.mango.org).