



Contact: Lucy Keith
Fleishman-Hillard
(512) 495-7174
lucy.keith@fleishman.com

National Mango Board Staff Changes as Commitment to Increasing Mango Consumption Remains Strong

Kristine Concepcion Promoted to Director of Industry Relations and William Watson to Resign as Executive Director

Orlando, Fla. (Apr. 10, 2014) – Since the National Mango Board’s (NMB) inception in 2005, the Board’s mission has been to increase the consumption of mangos in the United States. The Marketing, Research, and Industry Relations programs have been working hard everyday to achieve this mission, and as of the end of 2013 mango consumption has increased 53 percent since 2005 to an estimated 2.87 pounds per year. Since 2005 the NMB has had strong leaders on staff and they are proud to announce a notable promotion as well as resignation taking place in 2014.

In February 2014, the NMB promoted Kristine Concepcion from Communications Manager to Director of Industry Relations. Concepcion joined the National Mango Board in 2012 as Communications Specialist and was promoted to Communications Manager in 2013. Concepcion was responsible for industry communications, including trade media, Mango Connection, Crop Report and industry outreach presentations. She will continue to guide these communication initiatives in her new role as well as work more closely with the industry to understand their needs and help educate about the NMB’s programs. “I am excited by the challenge to take our Industry Relations Program to the next level in an effort to further unify the mango industry,” said Concepcion.

Concepcion’s experience in marketing consists of helping organizations communicate their messages clearly, concisely and accurately to target audiences. Before joining the NMB, she worked in the nutrition field for five years as a consultant, and worked as an Events and Marketing Intern at the City of Orlando’s Communications and Neighborhood Relations Department. Concepcion graduated from the University of Central Florida with a bachelor’s degree in Interpersonal/Organizational Communications with a strong focus in marketing.

In addition to promoting a strong team member, the Board will also be saying goodbye to an integral part of the team. William Watson will be resigning as Executive Director in December 2014. Watson was named the first Executive Director of the National Mango Board at the organization’s inception. Watson has served as the Executive Director of the Board overseeing the strong Marketing, Research and Industry Relations programs. “It has been an exciting ride at the NMB over the last eight or so years and I look forward to watching the Board’s continued success after my departure,” commented Watson. The Board has appointed a subcommittee to fill the Executive Director position before Watson’s departure.

Chairman of the National Mango Board, Bill Vogel, shared his thoughts on Watson’s departure, “The mango industry owes a large debt of gratitude for the formation and steerage of the National Mango Board to William Watson. Under his watch, our fragmented industry became unified, consumption rose markedly, and the Board and staff developed a high degree of professionalism. While we lament his departure, the Board will earnestly pursue the course he has outlined for us. We wish him well and are sure of success in his future endeavors.”

Prior to the NMB, Watson served as Executive Director of the National Watermelon Promotion Board (NWPB), guiding the NWPB from its inception into a highly successful national promotion program. Prior to this, he worked as Assistant to the Manager of Texas Citrus Mutual and the Texas Vegetable Association in McAllen, Texas. Watson

began his 26-year produce industry career as a grower/shipper of sweet onions, watermelons and blueberries from Tyler, Texas, where he also owned and managed a retail/wholesale produce market.

About National Mango Board

The National Mango Board is a national promotion and research organization, which is supported by assessments from both domestic and imported mangos. The board was designed to drive awareness and consumption of fresh mangos in the U.S. One cup of mango is only 100 calories, an excellent source of vitamins A and C, a good source of fiber and an amazing source of tropical flavor.

Mango availability per capita has increased 53 percent since 2005 to an estimated 2.87 pounds per year in 2013. Mango import volume for 2013 was 935 million pounds. Learn more at www.mango.org.

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