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National Mango Board Appoints New Director of Marketing

Rachel Muñoz will continue to uphold the NMB's Marketing Program to deliver success to the mango industry

Orlando, Fla (November 13, 2014) – The National Mango Board (NMB) has named Rachel Muñoz as the NMB's new director of marketing. Rachel's contribution to the NMB will serve to strengthen the board's mission to increase fresh mango consumption in the U.S. As director of marketing, Rachel will oversee marketing and public relations for consumer, nutrition, retail and foodservice programs, as well as manage trade shows and website communications. In addition, she will collaborate with the management team in developing marketing concepts, tactics and campaigns - all designed to push forward the NMB's mission.

Rachel comes to the NMB with a wealth of consumer-focused retail merchandising and marketing experience. Her career has been fueled by her passion of connecting people to products they love. Most recently, Rachel was part of the Home Shopping Network team where she selected a range of products and developed on-air presentations about them. She also managed over 20 brand assortments and their marketing plans, ensuring success through television and digital sales. Prior to that, she managed the growth of several top electronic vendors and brands through major delivery channels for Best Buy Corporate. Throughout her career, Rachel has been a member of the Women of Leadership Forum and Hispanic Business Network where she had the chance to be an advocate for diversity in the workplace. She was also a member of Connect Team, where she worked in supporting the organization's employee engagement.

Rachel attended University of Texas-PanAmerican, where she received a Bachelor's of Business Administration. She was born in Miami, FL and at a young age moved with her family to her father's native country, Ecuador. There she spent 10 years, while her love for mangos developed, before moving back to the U.S. In her spare time, Rachel volunteers with Sally's House Foster Care, enjoys visiting friends and family in St. Petersburg, FL and is a music and concerts enthusiast.



Rachel Muñoz, NMB Director of Marketing



“We get very few chances to see the development, transition and transcendental growth of an organization,” stated Manuel Michel, Executive Director of the NMB. “Having Rachel on board completes and solidifies the first steps of a new era of evolution that the NMB and mango industry will face in coming years.”

About National Mango Board

The National Mango Board is an agriculture promotion group, 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. The superfruit mango contains 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.