



Brie Smith

Brie Reiter Smith serves as Driscoll's of the Americas' Vice President of Product Leadership and is based in Watsonville, California. Brie's team is responsible for envisioning the future of the berry category and developing strategies to build the business and deliver on company targets. Previous positions within the company include Senior Director of Blackberry Product Leadership in the Americas, Director of Quality Systems Design and Technology, District Manager of the Watsonville and Salinas Production Region, General Manager of South American operations and General Manager of Driscoll's of Chile. Brie has been a Driscoll's board director since 2019.

A fifth-generation berry farmer, Brie and her husband, Brian, have a blueberry farm in Chile and a blackberry ranch in Watsonville. Brie received her bachelor's degree in Agribusiness from California Polytechnic State University, San Luis Obispo, and her MBA from the Thunderbird School of Global Management. She and Brian have three young daughters and reside in Watsonville, California. Brie enjoys riding horses, skiing, camping and fly fishing.