

Brian Keavy
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CAREER OBJECTIVE:

To provide a targeted, creative and unique marketing vision in order to increase sales and brand awareness in major consumer markets throughout Asia and other countries.

QUALIFICATIONS:

- Over 30 years of diverse background in management, marketing and sales of premium products, in both international and domestic markets.
- Network with exporters, growers and retail merchandisers in the domestic and international market.
- Knowledgeable in foreign protocols and well-traveled in overseas markets.

PROFESSIONAL HISTORY:

2008-Present: Kingsburg Orchards Co., Kingsburg, California

Vice-President of International Marketing and Sales

Grower, packer and Shipper of over 11 million boxes of proprietary stone fruit: peaches, plums, nectarines, pluots, gold kiwi and apple pears grown in Kingsburg California marketed to both domestic and international markets.

- ***Developed and implemented a marketing approach to increase sales and brand awareness in major markets in China, Taiwan, Hong Kong, Singapore, Japan and Australia***
- ***Work closely with top buyers in the International Arena to develop partnerships with such companies as Kingo Fruits, Coles, Woolworths, RT Mart, Sam's Club and Pagoda Stores.***
- ***Have had success in the last ten years with increasing the return to the grower and building the brand recognition of the product***
- ***Work with and between growers and packing houses and buyers to ensure the desired product requirements for each customer***
- ***Responsible for collecting over \$25 million dollars per year in Account Receivables***

1994 to 2008: Ballantine Produce Co. Reedley, California

Kings Canyon Fruit Sales (Merged 2003) Reedley, California

Vice President of International Marketing

Grower, packer, shipper of over six-million boxes of stone fruit: peaches, plums, nectarines, and grapes grown in California and Chile, marketed to both domestic and international markets.

- Instrumental and effective in development of the "Ripe N Ready", premium fruit brand label.
- Develop new export markets as well as expand current markets for stone fruit.

- Substantially improved recognition and acceptance of company products in the export world.

1986 to 1994: Salyer American Corcoran, California

Vice President Sales & Marketing

International and domestic sales and marketing of all company commodities: cotton, alfalfa hay, seed alfalfa, grain, and processed tomatoes; traveled extensively in the Pacific Rim and Europe.

- Developed and maintained a high quality international customer base.
- Established domestic markets for tomato and alfalfa markets.
- Gained a comprehensive knowledge and understanding of the international marketing arena, primarily in raw cotton.

1982 to 1986: Salyer American Corcoran, California

District Manager

Fully responsible for overseeing the farming operations of 22,000 acres, from seed to harvest, of a number of commodities including cotton, alfalfa, seed alfalfa and processing tomatoes.

- Directed and oversaw the efforts of 30 to 250 permanent and seasonal employees.

EDUCATION:

California Polytechnic State University, San Luis Obispo, California

Bachelor of Science Degree – Agribusiness, June 1982

INDUSTRY INVOLVEMENT:

California Tree Fruit Agreement

Export Subcommittee – 1998 to Present

Chairman – 2002 to 2004

Cal Poly Agribusiness Advisory Council

Chairman – 2002 to 2004

Board Member – 1997-2010

COMMUNITY INVOLVEMENT:

Visalia Youth Baseball

Board Member – 2005 to 2009