



*Extraordinary Service at the Speed of Fresh*



**Clifford Rubens**, Director of Operations

Cliff joined General Produce in 1992. His initial role of Accounting & Credit Manager was to develop and implement the Accounting Department's annual goals and processes, with oversight of the desired outcomes. This required coordination of all details, big and small (from invoicing and payables to fleet management), with the Executive Office and Department Managers.

Superb organizational and analytical skills, strong logistical and supply chain knowledge and a passion for technology make Cliff the perfect fit for Director of Operations. He knows how to objectively identify and focus on project details and operational excellence. His good working relationships with employees and understanding of departmental needs benefit from Cliff's excellent communication skills.

Prior to joining General Produce, Cliff was a member of the United States Air Force for 9 years and had been stationed at various bases around the world. In 1990, he was named Non-Commissioned Officer of the year.

Outside of warehouse operations, Cliff enjoys time with his family, sports, camping, traveling, and movies.