



Extraordinary Service at the Speed of Fresh



Linda Luka, Director of Marketing & Communications

Linda joined General Produce after an exciting retail produce career with Lucky Stores and Albertson's. She has enthusiastically worn various hats at General Produce, as the business evolved and demanded expertise relative to customer care, retail services and project oversight. Those roles included retail merchandiser, retail sales manager, category development, marketing coordinator and special projects manager.

Her position as Director of Marketing & Communications is well suited to Linda's understanding of industry, company values and the General Produce brand. In our competitive environment, the edge of knowing how to build customer sales, loyalty and relationships depends on creativity, sincerity and resourcefulness. Marketing needs to stay relevant and reliable with an eye for accurate, timely information. Linda is tuned in to current trends and lasting impressions.

Teamwork, collaboration and leadership exemplify Linda's work philosophy. Outside of work, play time includes artistic endeavors, writing, gardening and leisure travel with family and friends.