



***Extraordinary Service at the Speed of Fresh***



**Linda Luka**, Director of Marketing & Communications

Linda first joined General Produce in 2001 after an exciting produce career with Lucky Stores and Albertson's. She has enthusiastically worn various hats at General Produce over the years as business evolved and demanded varying 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. As the company needs evolved, so too has Linda's area of responsibility and leadership role. The position of Director of Marketing & Communications is well suited to Linda's understanding of industry, company values and execution of brand identity.

Teamwork, collaboration and leadership define Linda's work philosophy. A *can do* attitude and solutions-driven passion compel her to high standards of work excellence. Internal and external relationship building is the foundation to our company's success. Linda plays a critical role in building those relationships with vendors, customers, employees and community partners.