

TODD LINSKY

PRODUCE INDUSTRY LEADER, CONSULTANT & BRAND MANAGEMENT EXPERT

STRATEGIC PLANNING | PRODUCT DEVELOPMENT | MARKETING STRATEGY
SALES MANAGEMENT | BUSINESS PLANNING | SUSTAINABILITY

“A business becomes at-risk when responding to the market as a reactionary and not a visionary.”

- Highly impactful and knowledgeable agribusiness professional. Well-respected organic industry consultant and “pillar in the produce industry” with 30+ years’ experience focusing on organics at every level.
- Tremendous asset for developing strategy and execution principles; forecasting future trends; evaluating and improving all sectors of the supply chain; and addressing production, policy, distribution and retailing concerns.
- A world-class marketer and brand manager, developing impressive results for companies over entire career.
- Expertise in developing and implementing sustainable business models for organic & natural product businesses.
- Key member of numerous industry panels, boards and committees; first organic industry representative appointed by the Secretary of Agriculture to be on the USDA Fruit and Vegetable Advisory Committee.
- Played a key role in developing the organic produce trade from its small-scale beginnings into a major movement that has changed the grocery/food industry for the better today and into the future.

KEY AREAS OF CONTRIBUTION

ASSET DEVELOPMENT - Leadership Strategies

- C-suite mentoring/coaching
- Staff training and retention
- Expanding opportunities for growth by integrating company vision into daily practices
- Maximizing company functionality
- Increasing revenue through developing sales purpose
- Training, developing and growing sales teams
- Creating leadership teams

BRAND DEVELOPMENT AND EXPANSION

- Analysis; Creating brands and revitalizing existing brands
- Business review, business planning, and strategic development
- Promotional evaluation and development

- Pricing and contract evaluation
- Marketing plans; Logo Development; Social media strategies
- Brand channel placement and promotion

GROWER-RETAILER RELATIONS

- Production planning
- Management and development
- Marketing -- field to fork
- Building up product network and acceptance

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PROFESSIONAL EXPERIENCE

Todd Linsky Consulting, LLC (“TLC”) - Bakersfield, CA

2015 - Present

Principal and Owner

- Founded an organic brand management company serving the comprehensive needs of businesses worldwide.
- Provide consultation and guidance for growers, producers, retailers and others to help build brands and increase supply while maintaining the integrity of the natural products industry.
- Provide expertise and guidance to help emerging companies promote growth and ensure overall success.
- Help existing companies retool, redefine vision, and reach their defined goals and potential.
- Develop successful marketing plans that empower companies to consistently display excellent customer service.
- Provide critical brand management services to clients that are relevant and timely, tailoring programs to fit the needs of the individual company with solutions that become drivers for growth and success.
- Provide full support across all channels of the supply chain, from field to retail store and ultimately to the table.

SPOTLIGHT ON SUCCESS - Launching of “Produce Therapy” tool helps transform businesses.

In 2015, TLC added a dynamic tool to their inventory of ways to help businesses: Produce Therapy® was developed as a systematic method of helping businesses look “under the hood” to discover and gain insights that ultimately lead to the true heart of the company, resetting and refocusing the company's culture.

Grimmway Farms / Cal-Organic Farms - Lamont, CA

1989 -

2015

VP of Organic Sales

- Managed sales and marketing for one of the largest organic vegetable growers in the US, with 40,000 acres generating over \$350MM in annual sales, having increased revenue by more than eight-fold since 2001.
- Responsible for production planning of 65+ commodities.

- Developed one of the first category management systems for organic vegetables.
- Developed and implemented long-term, successful customer growth strategies.
- Maintained and developed excellent customer relations.
- Traveled extensively to optimize customer relations and developed a high-growth customer base.
- Created and negotiated customer contracts.
- Established Organic Information and Knowledge Exchange training school for customers.
- Oversaw all hiring and training of the sales staff.
- Established and facilitated the weekly sales/production meetings.
- Collaborated closely with website strategy development.
- Interfaced with IT Department to streamline computer programs for better efficiency and customer service.

Cal-Organic Farms - Lamont, CA
2001

1989 -

Sales Manager

- Established the sales department and developed the marketing of Cal-Organic as a national brand.
- Responsible for sales revenue that exceeded \$40MM in 2001.
- Grew Cal-Organic from approximately 400 acres in 1989 to over 6000 acres in 2001.
- Established product labeling and brand unification through PEIB.
- Established the vast majority of organic UPC codes used today.
- Responsible for daily production plans, planting schedules, inventory management, sales goals, and cold calls.

ADDITIONAL WORK EXPERIENCE

Senior Account Representative at Ocean Organic (1989); Broker/Sales at S&S Produce (Los Angeles Produce Market 1987-1988); Produce Manager at a small natural foods store (1986).

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PROFESSIONAL AFFILIATIONS / ASSOCIATIONS

- The Organic Center - President and Chairman of the Board
- Organically Grown Company - Board of Directors
- Organic Trade Association - Board of Directors
 - Executive Committee
 - Marketing Committee
 - International Trade Member
 - Sustainability Forum
- National Breast Cancer Foundation - Board of Directors
- Organic Agriculture and Products Education Institute - Board of Directors
- Whole Foods Market Vision Quest-Structure 250 - Team Member
- Whole Foods Vendor Council and Planning Summit - Member

- First organic industry representative on the United States Department of Agriculture, Fruit and Vegetable Advisory Committee, appointed by Secretary of Agriculture, Ann Veneman
- Innovative Vendor of the Year - AHOLD Corporation
- Frequent visitor on behalf of the organic industry to Washington D.C., meeting with various members of both the House and Senate as well as leaders in the USDA
- California Certified Organic Farmers (CCOF) - Marketing Committee
- Produce Electronic Identification Board (PEIB) - Director
- United Fresh Fruit & Vegetable Association - Member
- Produce Marketing Association - Member
- Wild Oats Vendor Council - Member
- Foreign Agricultural Services - Organic Trade Mission 2010
- Speaker/Moderator Natural Products Expo, All Things Organic Show, ECO Farm Conference, multiple vendor meetings, and private food shows

IN THE NEWS

Feb 2019: Clever Vs. Wise, Part 1

<https://www.thesnack.net/article/featured/part-1-clever-vs-wise-a-fresh-produce-microscope-on-product-and-productivity/todd-linsky/00879>

Feb 2019: Clever Vs. Wise, Part 2

<https://www.thesnack.net/article/featured/part-2-clever-vs-wise-a-fresh-produce-microscope-on-product-and-productivity/todd-linsky/00880>

Nov 2018: Too Much Technology Could Cost Businesses Customer and Employee Satisfaction

<https://www.andnowuknow.com/shop-talk/too-much-technology-could-cost-businesses-customer-and-employee-todd-linsky/todd-linsky/60258>

Aug 2018: Going the Extra Mile

<https://www.thesnack.net/article/featured/going-the-extra-mile/todd-linsky/00752>

Jun 2018: Ponics vs. Soil: An Organics Debate

<https://www.thesnack.net/article/featured/ponics-vs-soil-an-organics-debate/666/vol-32-the-art-of-produce/00686>

Oct 2017: The Hidden Gem: Listen to Understand, Enrich Lives, Empower Results

<https://www.thesnack.net/article/featured/the-hidden-gem-listen-to-understand-enrich-lives-empower-results-todd-linsky/541/vol-28-chef-jet-tila-the-culinary-anthropologist/00561>

EDUCATION

General studies at Orange Coast College and Fresno City College

“Leaders not engaged in growing people will never get the best out of them or their company. After spending over 30 years in this industry I have come to learn that no company is greater than the sum total of its people. That’s the gem to be found.”
