

Floral industry veteran Lianne Jones joins PMA as country manager

Produce Marketing Association (PMA) has appointed Lianne Jones the new country manager for PMA in South Africa.

In her new role, Jones will focus on providing member value, attracting and retaining members, and building strategic partnerships to help grow the produce and floral industry. She will oversee all PMA events and activities in South Africa, including Fresh Connections: Southern Africa, PMA Fresh Talks initiatives and will support execution of Fresh Summit.

She will also serve as PMA's primary liaison with members, government agencies and other stakeholders in Southern Africa, as well as PMA's South Africa Country Council.

Jones has a background of nearly 20 years of marketing, sales, category management, account management and business development experience. She most recently served for five years as Zespri International Limited's market development manager for Africa, Israel and the Indian Islands.

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