

NEW MUSHROOM MARKETING MANAGER APPOINTED



Hort Innovation has announced Olivia Grey as the new Marketing Manager for Mushrooms, replacing Samantha Ferguson who has been managing the Australian Mushroom Marketing program since February 2018. Samantha is on maternity leave from Monday 9 December.

Olivia has been working at Hort Innovation since November 2017 as the Marketing Manager for Apples & Pears, and in her time at Hort has also worked across the Raspberry & Blackberry and Turf industries. In 2019, she was recognised as the PMA-Produce Plus Marketer of the Year for her Hailstorm Heroes marketing campaign.

Prior to Hort Innovation, Olivia brings experience in marketing, sales and trade marketing from her previous role at Reckitt Benckiser, managing top tier brands such as Veet and Scholl. She is looking forward to getting to know the Mushroom industry and working on the program.

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