



NEWS RELEASE

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Robert Rose to Keynote 2015 BrandStorm™

WASHINGTON, D.C. (September 1, 2015) - The United Fresh Produce Association is excited to announce Robert Rose, best-selling author, Chief Strategy Officer for the Content Marketing Institute and Senior Contributing Consultant for Digital Clarity Group, as the keynote speaker at the inaugural *BrandStorm™*, November 1-2, 2015 in San Francisco, CA.

As a strategist, Robert helps develop content marketing and customer experience strategies for large companies such as Oracle, The Bill And Melinda Gates Foundation, Allstate Insurance, Staples, Hewlett Packard, AT&T, Petco and UPS – helping them tell their story more effectively. Also a storyteller, Robert is a web marketing expert, advising top professionals in the successful strategy of content marketing and customer experiences.

As an author, Robert's new book *Experiences: the 7th Era of Marketing* has been called a "treatise, a call to arms and a self-help guide" for "creating the experiences that consumers will fall in love with." He co-hosts the podcast *This Old Marketing* with Joe Pulizzi and Robert's book with Joe, *Managing Content Marketing*, is widely considered the "owner's manual" of the content marketing process having spent two weeks as a top ten marketing book on Amazon.com since its debut in 2011.

Robert will kickoff the event on Sunday afternoon, November first, in the Opening General Session titled "Brand-storming – Rain or Shine".

A project of the United Fresh [Produce Marketing & Merchandising Council](#), *BrandStorm™* has been developed to engage new and young marketers in the produce industry looking to learn about brand development, content creation, managing the creative process, segmented marketing channels, and much more.

United Fresh members can [register for BrandStorm™](#) for \$595 with discounts offered to marketing teams (from the same company) at the reduced rate of \$545 each when you register two or more colleagues. Non-members can attend for \$895. For more information about *BrandStorm™* education, registration or to sponsor at the event, contact [Jessica Mosley](#), Director, Education at 202-303-3417.

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About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors,

wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.