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Contact: Mary Coppola

mcoppola@unitedfresh.org

202-303-3425

Management Guru Morten Hansen To Keynote United Fresh

WASHINGTON, D.C. (March 25, 2019) – Morten Hansen, one of the leading management authorities of our time, will set the stage for this year’s United Fresh Convention & Expo as keynote speaker during the United Fresh Breakfast General Session, Tuesday, June 11 at McCormick Place in Chicago.

Hansen’s Wall Street Journal bestseller *Great at Work* is based on his exhaustive study of 5,000 employees, showing how top performers do less, work better and achieve more. All attendees at the general session will receive a copy of this bestseller.

Hansen also is the co-author with Jim Collins of the bestseller *Great by Choice* on how businesses can thrive in uncertainty. He also is the author of the acclaimed book *Collaboration* describing how managers can overcome silos in a company and create real value from working across the organization.

“Rarely have we had a chance to interact so directly with someone with the business and management insights that Morten brings,” said Greg Corrigan, Senior Director of Produce & Floral, Raley’s Family of Fine Stores, and United Fresh 2019 Convention Committee Chairman.

Hansen is professor of management at the University of California, Berkeley. He has a PhD from Stanford Business School, where he was a Fulbright scholar, is a former professor at Harvard University, and was a senior manager at the Boston Consulting Group where he advised corporate clients worldwide.

“United Fresh is seeking questions from industry members that they would like Hansen to specifically address for the produce industry,” said United Fresh President & CEO Tom Stenzel. “I can’t wait for his address and interaction with our members!”

To join Morten Hansen for this important session, attendees must have an All Access Package for United Fresh 2019 Convention & Expo, June 10-12. Attendees will enjoy three days of enhanced networking, B2B partner meetings, education and energy packed into Chicago’s McCormick Place Convention Center. The events will deliver unprecedented value and access to the latest industry innovations. Registration information is available at www.unitedfreshshow.org.

For more information about the general session, contact United Fresh’s Senior Director of Education & Member Programs Amanda Griffin at 202-303-3412 or agriffin@unitedfresh.org.

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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. For more information, visit www.unitedfresh.org or call 202-303-3400.