

## Job Description Global Market Development Committee (GMDC)

**Committee Mission:** Guide the marketing investments of ABC with a strategic long-term lens for the entire industry. This includes prioritizing the global markets for investment, aligning on key issues/opportunities to address in each market (across marketing, trade stewardship and market access) and the strategies and key tactics to execute upon. Using consumer market research, advertising, and promotion, in domestic and international markets, the ABC marketing team maintains and builds market penetration. ABC educates and informs the public and farmers through in-depth research about agriculture and nutrition.

### Member/Alternate Responsibilities:

- Attendance at meetings, schedule varies but typically:
  - March 2-day Strategic Planning Meeting
  - May 2-day Tactical Planning Meeting
  - Summer 1-day Follow Up from May, as needed
- Read the materials sent prior to meetings/to come to meetings prepared
- Ability to look beyond individual organizational interests to the broader industry
- As needed, work with staff to prepare recommendations to Board on Committee investments
- Participation on specific project Task Forces as called upon

### Member/Alternate Target Skill Sets/Expertise:

Must have:

- Understanding of almond market dynamics within the U.S. and at least one major overseas market
- Strategic thinking and array of experiences that connects the wide range of factors that influence market development
- Ability to “brainstorm” and work in a group/committee setting

Prefer to have at least two of the following:

- Awareness of/interest in trends in food
- Understanding of marketing strategy: target audience, brand identity, positioning
- Public Relations campaign development/execution, beyond local market
- Advertising campaign development/execution
- Experience working with a creative agency
- Understanding of consumer research techniques
- Experience with developing/assessing marketing ROI
- Exhibitor at international trade shows

*For further information, contact Emily Fleischmann ([efleischmann@almondboard.com](mailto:efleischmann@almondboard.com)), 209-604-6211)*

**Committee Membership Statement of Interest  
Global Market Development Committee (GMDC) Member/ Alternate**

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Industry Affiliation: Grower      Handler      Allied Industry      Other \_\_\_\_\_

**The Global Market Development Committee (GMDC) regularly seeks experience and expertise in the following areas. Please check all that apply to you and provide relevant detail:**

- Global Almond Market Dynamics: \_\_\_\_\_
- Consumer Research Methods: \_\_\_\_\_
- Market Access Issues Globally: \_\_\_\_\_
- Consumer Advertising Development: \_\_\_\_\_
- Industry Trade Show Exhibition: \_\_\_\_\_
- Media Planning: \_\_\_\_\_
- Creative Agency Management (PR or Advertising): \_\_\_\_\_
- Business Strategy: \_\_\_\_\_
- Food Trends: \_\_\_\_\_
- PR Program Development, outside US: \_\_\_\_\_
- Marketing Strategy: \_\_\_\_\_
- Marketing ROI: \_\_\_\_\_

**Please indicate previous volunteer/leadership positions you have held with the Almond Board of California:**

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**Please indicate previous volunteer/leadership positions you have held other than with the Almond Board of California:**

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