



## LOOK FOR THE SEAL.

California Milk Advisory Board

### FOR IMMEDIATE RELEASE

**Contact:**

Jennifer Giambroni, VP of Communications

California Milk Advisory Board

[jgiambroni@cmab.net](mailto:jgiambroni@cmab.net) / (209) 690-8244

### **CALIFORNIA MILK ADVISORY BOARD ANNOUNCES KEY PROMOTIONS TO ACCELERATE GLOBAL AND DOMESTIC GROWTH**

TRACY, Calif. – July 14, 2025 – The California Milk Advisory Board (CMAB) today announced a series of strategic leadership promotions that reflect the organization's ongoing commitment to expanding the reach of Real California Milk products both domestically and globally. These promotions recognize the contributions of four accomplished leaders who have played vital roles in advancing CMAB's mission to support California's dairy families by increasing demand for dairy products made with Real California Milk.

#### **Glenn Millar Promoted to Executive Vice President, Strategy and Global Markets**

For over a decade, Glenn Millar has led CMAB's international team with distinction, driving exponential growth in global demand for California dairy. Under his leadership, the team has expanded distribution to 724 Real California Milk products across Asia, Latin America, and the Middle East. In just the past five years, cheese exports have grown more than 40% to \$610 million, and fluid milk exports have doubled to \$50 million.

Millar brings more than 30 years of dairy industry experience to his role, having previously served as EVP and Partner at Keller's Creamery, Risk Manager at Crystal Creamery, and held key operational and leadership roles at Safeway Stores, Alta Dena Dairy, Stella Foods, and more. At CMAB, he has fostered a truly global team, integrating insights and best practices from 10 countries to deliver value-added export strategies that maximize returns for California dairy producers.

#### **Janet Arellano Named Director, International**

With eight years of success managing CMAB's international growth programs, Janet Arellano now steps into the role of Director, International. Her leadership has been instrumental in expanding value-added dairy product distribution in Mexico to 132 items, while increasing total California dairy volume by 17%. Janet has also led CMAB's entry into the Middle East and Latin America, cultivating strong distributor relationships and opening new markets for California dairy.

Previously, Janet served as Sales Director at Tropical Foods, overseeing international sales operations across Latin America, Asia, and the Middle East. Her results-driven approach and expertise in global food distribution have helped position California dairy for sustainable international success.

### **Katelyn Harmon Promoted to Vice President, U.S. Business Development**

Katelyn Harmon has been a driving force behind CMAB's domestic retail business development for the past eight years, helping to modernize new business support, build out partnerships, and develop shopper marketing and e-commerce initiatives. In her new role as Vice President, U.S. Business Development, she will have expanded strategic oversight of foodservice business development and CMAB's presence at key tradeshow throughout the year. Her focus on driving long-term value through strategy and innovation will continue to be a guiding force for CMAB's success.

Prior to CMAB, Harmon spent nearly a decade with The Save Mart Companies in various roles across store operations, category management support, and business analytics, where she helped expand their loyalty program and roll out their own click-and-collect service.

### **Lizzie Werber Appointed Director, Business Development**

Lizzie Werber has been promoted to Director, Business Development after a successful year as CMAB's Senior Marketing Manager. In this role, she led tentpole promotions, built impactful shopper marketing programs, and cultivated strategic partnerships with retailers and media. Werber has also provided critical marketing support to CMAB's processor network, bringing her deep brand strategy experience and passion for specialty foods to every initiative.

Before joining CMAB, Werber helped scale operations and market development at The Ugly Co. and spent eight years at Murray's Cheese/Kroger, where she was integral to the brand's national expansion and customer experience strategy.

"These leaders exemplify CMAB's values of innovation, collaboration, and commitment to delivering results for California's dairy farm families," said CMAB CEO Bob Carroll. "Their diverse experience and proven track records will be instrumental as we continue to grow demand for Real California Milk products in both international and domestic markets."

California is the leading U.S. state in dairy production. Its family dairy farms are focused on delivering the wholesome goodness of California milk while creating a more sustainable future for dairy in the state.

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## **About Real California Milk/California Milk Advisory Board**

The California Milk Advisory Board (CMAB), an instrumentality of the California Department of Food and Agriculture, is funded by the state's dairy farm families who lead the nation in sustainable dairy farming practices. With a vision to nourish the world with the wholesome goodness of Real California Milk, the CMAB's programs focus on increasing demand for California's sustainable dairy products in the state, across the U.S. and around the world through advertising, public relations, research, and retail and foodservice promotional programs. For more information and to connect with the CMAB, visit [RealCaliforniaMilk.com](https://RealCaliforniaMilk.com), [Facebook](#), [YouTube](#), [TikTok](#), [X](#), [Instagram](#) and [Pinterest](#).