



PRESS RELEASE

Erena Connon Joins Potatoes USA as an Assistant Marketing Manager



Denver, CO (August 29, 2018)—Potatoes USA welcomes Erena Connon as a new Assistant Global Marketing Manager supporting the Ingredient, School Foodservice and Nutrition marketing programs.

Connon brings strong digital marketing knowledge to the Potatoes USA and has diverse experience in the automotive maintenance, home goods and entertainment industries. Connon has a Master’s degree in Marketing from The University of Denver and a Bachelor’s degree in Business Administration from Spring Hill College.

Four years ago, Connon moved to Colorado from Missouri to be closer to the mountains. During her spare time, she enjoys hiking, crafting and cooking. She has a love for potatoes and is excited to be a part of Potatoes USA.

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About Potatoes USA

Potatoes USA is the marketing organization for the 2,500 commercial potato growers operating in the United States. Potatoes USA, was established in 1971 by a group of potato growers to promote the benefits of eating potatoes. Today, as the largest vegetable commodity board, Potatoes USA is proud to be recognized as an innovator in the produce industry. For more information on Potatoes USA’s mission to “Strengthen Demand for U.S. Potatoes” by creating positive change in the industry through innovative and inspiring approaches, please visit PotatoesUSA.com.

PotatoesUSA.com
PotatoGoodness.com

