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**ALEJANDRA LOVERA JOINS CALIFORNIA MILK ADVISORY
BOARD INTERNATIONAL TEAM**

Lovera brings expertise in business development, client relations, and cross-cultural project management to global efforts for Real California Milk

TRACY, Calif. – (October 3, 2025) – The California Milk Advisory Board (CMAB), the marketing order representing California dairy producers, today announced the addition of Alejandra Lovera as International Business Development Manager, supporting the organization's global market development initiatives.

Lovera brings more than 15 years of experience in new business development, client relationship management, and multicultural market expansion. She joins CMAB from Romart International Inc., where she served as an account manager in the hospitality sector. In this role, Lovera cultivated and managed supplier and client partnerships, directed product sourcing and logistics, and led contract negotiations, while strategically expanding market presence across the U.S. and the Caribbean.

Prior to Romart, Lovera held leadership roles at Everything Fresh Bahamas Ltd. and Quality Produce and Groceries, Inc., where she directed administration, developed new market entry strategies, and led export and import operations.

Lovera holds a Master's in International Business Administration (MIBA) with a concentration in Marketing and a Bachelor of Science in Tourism Management, both from Alliant International University in San Diego, Calif. She is fluent in English and Spanish.

"Alejandra's extensive background in international markets and client development will help CMAB expand opportunities for California dairy worldwide," said Glenn Millar, Executive Vice President of Strategy & International Markets at CMAB. "Her proven ability to foster relationships across cultures and industries makes her a strong asset to our international business development team."

California is the number one dairy state with more than 1,000 family dairy farms 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. Connect with the CMAB at RealCaliforniaMilk.com, [Facebook](#), [YouTube](#), [Tik Tok](#), [Instagram](#), [X](#) and [Pinterest](#).