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CONTACTS

Thalia Sullivan, CMAB

tsullivan@cmab.net

(209) 690-8242

**CALIFORNIA MILK ADVISORY BOARD WELCOMES LESLIE
GANZER TO FOODSERVICE TEAM**

TRACY, Calif. – (November 17, 2025) – The California Milk Advisory Board (CMAB), the marketing order representing California dairy producers, today announced the addition of Leslie Ganzer to its Foodservice team. In her new role, Ganzer will support engagement initiatives with major foodservice operators and distributors to expand participation in CMAB programs.

Ganzer joins CMAB with a strong background in strategic sales execution, partner development and account retention across the foodservice and manufacturing sectors. She most recently served as a Territory Account Manager at Informa, where she led sponsorship sales and renewal growth for national events such as the Restaurant Leadership Conference. She also implemented AI-driven prospecting and analytics tools to modernize client outreach and performance tracking.

Prior to Informa, Ganzer held multiple leadership roles at foodservice market research firm, Technomic Inc., where she managed multimillion-dollar accounts with national chains, broadline distributors, commodity boards and manufacturers. Her earlier career with EcoSure (Ecolab) and C.H. Robinson provided deep insight into large-scale food safety, logistics and operations.

At CMAB, Ganzer will focus on strengthening partnerships and aligning dairy marketing initiatives with operator needs and trends. Her experience bridges analytics and sales strategy—helping CMAB deepen its relationships with key industry partners and enhance its data-driven approach to foodservice growth.

“Leslie’s combination of strategic sales experience and foodservice insights will bring tremendous value to our operator and distributor relationships,” said Katie Cameron, Director of Foodservice at CMAB. “Her proven ability to grow partnerships and deliver measurable results aligns perfectly with our mission to expand the reach of Real California dairy products across the foodservice industry.”

Ganzer holds a Bachelor of Arts degree in Psychology with a minor in Human Relations from the University of Iowa.

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](#).