



## 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 Recent Organizational Promotions**

Tracy, Calif. – December 8, 2025 – The California Milk Advisory Board (CMAB) recently announced a series of strategic promotions that recognize the contributions of four accomplished individuals 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.

#### **Veronique Lagrange Promoted to Executive Director of CDIC**

Veronique's leadership of the California Dairy Innovation Center (CDIC) has connected industry partners, academic institutions, and external stakeholders toward achieving a common goal of advancing product, process, and packaging innovation for California dairy. She has spearheaded efforts to secure millions of dollars in grant funding for California through the Pacific Coast Coalition and was a driving force in its creation. She recognized a gap in training and development, and has organized dozens of short courses, providing training for hundreds of dairy professionals across California and beyond. Veronique and her team have developed product concepts and prototypes and assisted both entrepreneurs and existing processors with formulation assistance to jump-start product innovation.

#### **Katie Cameron Promoted to Director of Foodservice**

For the past four years, Katie Cameron has served as Senior Manager of Foodservice at the CMAB, where she has supported growth opportunities for California dairy processors and helped strengthen relationships with key distributor and industry partners. Katie evolved the organization's foodservice distributor tours, adding educational and training elements that have enhanced the attendee experience and deepened processor engagement. She played a central role in advancing foodservice culinary contests and events—creating platforms that raise visibility for Real California dairy and support volume growth. Katie brings a well-rounded background in sales, marketing and research that has helped shape CMAB's foodservice strategy and broaden its impact across the industry.

### **Jarett Margolis Promoted to Director of Business Development**

Jarett has led the Real California Milk Excelerator innovation program for the last seven years, accelerating over 50 start-ups and providing ongoing mentoring to them and numerous other RCM entrepreneurs. With a keen eye towards results and a strong sense of stewardship, he's led the evolution of the program to one that is focused on commercial results and guided by return to our dairy farmers. He pioneered dairy entrepreneur classes at multiple California universities, a program that has attracted national attention, and importantly invested in the future of our industry in California. A consummate can-do leader, Jarett has led several projects developing business propositions for value-added California dairy products and co-led CMAB's strategic planning the last two years.

### **Maddy Martin Promoted to Senior Analyst**

Over the last six years, Maddy has supported the U.S. and International Business Development teams as a coordinator, providing reliable and diligent support. Her strong analytical capabilities have allowed her to elevate CMAB's data-driven decision-making, providing valuable insights through comprehensive data analysis, reporting, and the ongoing stewardship of key databases. These efforts have enhanced internal visibility, improved workflow efficiency, and supported strategic planning across departments. Maddy has been instrumental in the successful implementation of the Salesforce CRM platform, assisting with organizational onboarding and helping to design and refine custom features tailored to the diverse needs of CMAB's business development teams.

"Each of these team members has made a measurable and lasting impact on the California dairy community, and their promotions reflect both their individual accomplishments and the strength of our organization as a whole," said Bob Carroll, CEO of the CMAB. "Their leadership has advanced innovation, strengthened key relationships, elevated the visibility of Real California Milk, and positioned us for continued growth. I am incredibly proud of their achievements and look forward to the contributions they will continue to make in their new roles as we work together to drive demand for California dairy."

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.

###

### **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](#).