

Miguel Curiel

Vice President and General Manager of Driscoll's Mexico



Miguel Curiel is the Vice President and General Manager of Driscoll's in Mexico, based in Guadalajara. In his role, Miguel leads one of Driscoll's most growing regions worldwide. He is responsible for all the enterprise's value chain, with more than 400 independent growers and nearly 60,000 direct and indirect employees from nursery, berry production, to its sales and administrative success. Family-owned for more than 100 years, with operations in Mexico for more than 20 years, Driscoll's is the leading brand for fresh berries and distributes in more than

22 countries around the world.

Miguel has been with Driscoll's for more than ten years, directly involved in Operations since the beginning of his career. He served first as Director of Operations for the Mexican state of Jalisco and was responsible for the development and execution of the growth plan in the region. Additionally, Miguel led Driscoll's Operations in the Mexican states of Michoacán and Baja California, encompassing all berry production operations in Mexico, by delivering flavorful berries to consumers from the fall through the spring, complementing the berry production season in North America during nine months of the year.

A seasoned professional in the agricultural industry, prior to Driscoll's, Miguel spent 12 years managing the relationship between produce marketing companies and growers in California and Mexico. During that time, his responsibilities included sourcing produce from the Pacific Northwest, Salinas Valley, Central California, and Central Mexico. His roles during this period included Grower Relations Manager, Operations Manager, and Sales & Marketing Manager.

Miguel was born in the US but grew up in Mexico. He has a multidisciplinary academic background, with a master's degree in Finance from Universidad Panamericana in Guadalajara, Mexico; an MBA from IPADE Business School in Guadalajara, Mexico; a Master of Science in Agricultural Economics from the University of California in Davis, CA; a master's in philosophy from ITESO in Guadalajara, Mexico; and a Mechanical Engineering degree from Tec de Monterrey in Monterrey, Mexico. Miguel resides in Guadalajara and is the father of a daughter and a son.