



# Christopher Vuono

Director of Business Development - Fresh Foods & Produce

- Chris is an accomplished CPG sales, marketing & procurement professional, with 29 years of industry experience. Chris specializes in identifying development & merchandising opportunities and mobilizing collaboration across client/manufacturers, wholesalers and retailers for superior sales results.
- Prior to joining RDD Associates' senior leadership team, Chris spent 21 years at Wakefern Food Corp. in various procurement and category management roles, with perishables assignments in Fresh Produce, Dairy/Deli and Meat departments.
  - His leadership experience includes team lead roles at Wakefern Food Corp. and Key Food. While in the Meat department at Wakefern, served as Senior Category Manager for Fresh & Frozen Poultry.
  - Most recently, Chris served as Senior Director of Sales & Customer Development at Crossmark, responsible for directing client brand sales to supermarket customers across the Metro New York, Mid-Atlantic and New England markets.
  - Chris is a member of NFRA, IDDBA and the Eastern Produce Council. He earned his BBA in Business Management at Adelphi University in NY.

