



Barbara J. Moreno
Chief Marketing Officer

Ms. Moreno joined Pulmuone Foods USA, Inc. in 2010 as Director of Marketing & Innovation and today serves as Chief Marketing Officer. She is responsible for overseeing all strategic marketing initiatives for Pulmuone, Monterey Gourmet Foods and Wildwood brands in the US. Since joining the company, Ms. Moreno has spearheaded Pulmuone's innovation direction, strategic brand equity development and consumer outreach.

Ms. Moreno has more than 18 years of consumer packaged goods industry experience, with a focus on food products, household cleaning, health & beauty and toys, as well as a well-rounded background in marketing, sales, licensing and business development. For 10 years, she has been passionate about spearheading nutrition strategy and nutrition communication development in the supplement and food industries.

She earned an MBA in International Management at Thunderbird (American Graduate School of International Management) in Glendale, Arizona and a bachelor's degree from Arizona State University.