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– Mark Masten, Vice President, Global Sales, Paramount Farms

the client

Paramount Farms is the world's largest vertically integrated supplier of pistachios and almonds. And the sheer breadth of the company—from the majestic orchards sweeping across the San Joaquin Valley to the vast, gleaming processing facilities, humming with activity day and night—is a real source of pride. From pioneering advances in orchard management to state-of-the-art processing, packaging and delivery technologies, Paramount Farms leads the industry in research and innovation. Ultimately, their commitment to quality and customer satisfaction has given Paramount Farms the rare distinction of being the only nut supplier in the U.S. to receive ISO 9001 certification. Paramount Farms is owned by Roll International, a billion-dollar, privately held, international conglomerate with portfolio companies including Fiji Water, Paramount Citrus, POM Wonderful and Teleflora.

the relationship

Mark Masten, Vice President, Global Sales for Paramount Farms, has retained Walter Rach, a Managing Director with the executive search division of Cook Associates, Inc., and a Food Processing industry specialist, for his recent executive searches. Mr. Masten comments, “Walter and his recruiting team did an excellent job for me on the first search awarded to them, and the results have been consistent on subsequent search assignments.”

He continues, “Walter has an innate ability to narrow down a candidate list to include only the executives who are truly viable for the position – and for me, that’s where the value lies. Time and again, he has presented outstanding executives with the right chemistry to fit in our culture, ones who get the big picture and understand our business strategy. Not only does he help attract them to our company, but he helps us close the deal. In the end, Walter does the work so that I don’t have to. He has given me confidence in his understanding of Paramount Farms – who we are and what we stand for – and I know that the executives he presents will be extraordinary.”

the result

“Frankly, I feel lucky. I am ecstatic about every single hire I have made,” concludes Mr. Masten. Through his partnership with Walter, they have successfully recruited top executives for the following positions: Director, Sales, Midwest; Director, Sales, Asia; and Director, Sales, Mexico & Central America. Paramount Farms has also leveraged Cook Associates’ global InterSearch affiliation and recently appointed a Director, Marketing in Europe.