



AnnaRose Baca
Kendal Floral Supply

AnnaRose Baca holds the position of VP Sales and Marketing for Kendal Floral Supply, a leading grower, supplier, and distributor of fresh cut flowers in the United States. In her current role, Anna leads a team to strive for excellence in developing new products; breaking into new key markets; and redefining corporate and social responsibility in the marketplace and within the organization. Anna and her qualified team focus on meeting demanding targets; developing strategic alliances; creating a stable and sustainable business environment; and managing community relations.

Anna began her career at Kendal Floral in the sales department prior to her appointment to VP Sales and Marketing. She has held other positions within the organization including Sales Manager and General Manager. Under Anna's leadership, the organization has experienced radical sales growth in the 15+-year time frame in which she has been working. Total revenue for the firm reached over 350 million last year. Anna excelled in creating both the structure and team necessary to guide the company through the turbulence and uncertainty of this dramatic growth. As VP Sales and Marketing, Anna is committed to continually increasing sales, establishing effective communication and leadership within her team, developing strong strategic partnerships with customers and continuous process improvement at the facility level. Anna is also committed to a higher level of corporate and social responsibility.

Anna gained her bachelor's degree in Sociology and Criminology at University of Colorado Boulder and her Master's Degree in International Business at San Diego State University. In 2006, she was honoured with the "President's Partnership Award" by Albertsons for her superior service and commitment to excellence in sales. In 2008 Anna was elected to chair the National Fresh Cut committee for The Kroger Company offering her expertise on design and merchandising. Anna is an executive manager who empowers others to succeed. She hires talented and capable people, then provides the environment and motivation to help them excel. She is unquestionably a people-person who forms strong bonds and relationships in every area of commitment. Anna is a native to San Diego and currently resides in Leucadia, CA with her husband and two children. When not working, she likes to enjoy her friends and family, practice yoga and engage in world travel. Anna can be reached at abaca@kendalfloral.com.