



## California Gift Show Expands Marketing Team

Posted 5/6/2011

MMPI announced today new additions to the California Gift Show sales and marketing teams. Among them, Jeff Sampson, vp/marketing for MMPI's L.A. Mart's Design Center, has been tapped to steward the California Gift Show brand, expanding his marketing oversight for MMPI's L.A. Mart West Coast operation.

"We owe much of the transformation of the L.A. Mart Design Center over the past 10 years to Jeff Sampson's efforts," said Mark Fulet, vp/gm, L.A. Mart & L.A. Mart Design Center. "Under Jeff's watch, some of our industry's best initiatives have been launched. Leveraging his successes as a design and lifestyle marketer, we are confident he will bring to CGS a bright, modern point of view in his newly expanded marketing role."

Also joining the CGS are Sara Dahlstrom, as managing director of sales, who most recently worked at The Chicago Market. Trisha Schultz will become the newly created director of business development for CGS. From 2008 to 2011, she was the director of marketing, Chicago Gift Show. Lefty Tsironis, who has more than four years of service as marketing manager for the L.A. Mart Design Center, joins the CGS as marketing manager. Nicole Rubino will assume the same title. She joined L.A. Mart in 2007 and held marketing roles.

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