



For Immediate Release

New Director of Marketing and Communications named at Vineland Research and Innovation Centre

VINELAND STATION, Ontario, June 29, 2022 – Diana Huson has joined Vineland Research and Innovation Centre (Vineland) as Director, Marketing and Communications. She replaces Cheryl Lennox who is retiring after more than nine years with the organization.

In this role, she reports to President and CEO Ian Potter, PhD and is responsible for developing and implementing communications and marketing strategies in collaboration with a broad range of stakeholders.

Huson most recently held a managerial position at Brock University with responsibilities including communications, customer service and event management.



“I am pleased to welcome Diana to the team. With her strong experience in strategic marketing and communications, she will continue promoting Vineland as a leader in horticultural research and innovation, here at home and internationally,” says Potter.

Huson is a graduate of Brock University with an MBA in marketing and MA in political science. She is currently a member of Niagara's Regional Council. Huson was elected to the Federation of Canadian Municipalities in 2020 and reappointed in 2022.

About Vineland Research and Innovation Centre

Vineland Research and Innovation Centre is a uniquely Canadian results-oriented organization dedicated to horticulture science and innovation. We deliver innovative products, solutions and services through an integrated and collaborative cross-country network to advance Canada's research and commercialization agenda.

We are located in Canada's Niagara Region, on the traditional territory of Anishinaabeg, Ojibway/Chippewa and Haudenosaunee peoples. This territory is covered by the Upper Canada Treaties.

We are an independent, not-for-profit organization, funded in part by the Canadian Agricultural Partnership, a five-year federal-provincial-territorial initiative. For the latest on our research and innovation, visit www.vinelandresearch.com

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