



Ocean Beauty Hires Jeff Gernand as West Coast Sales Manager

Replaces Cheri Rhodes on her retirement

(Seattle, Wash.) November 2, 2021 – Today, Ocean Beauty Seafoods announced the hiring of retail seafood expert, Jeff Gernand, as Regional Sales Manager for the West Coast. He will replace Cheri Rhodes who recently announced her retirement.

Gernand brings over 26 years of retail seafood experience to his new position, primarily in key seafood department management roles. He started his career cutting meat and seafood, then assisted in opening 150+ stores while running meat and seafood departments across the Southwest and Midwest. He most recent handled national retail sales for Slade Gorton.

“We are thrilled to add someone’s with Jeff’s experience to the Ocean Beauty team,” said Ron Christianson, Ocean Beauty’s Vice President of Sales and Marketing. “He will be a great asset as we continue to introduce new products and develop new customers.”

Based in Phoenix, Jeff and his wife, Heather, have two beautiful boys, ages 13 and 11. His interests include travel with his family and just about anything outdoors. He spends his summers up north camping in the woods and his winters in the California Dunes.

Christianson also expressed his thanks to Rhodes as she retires from Ocean Beauty. “In the past two years, Cheri has done an excellent job for the company, including significant sales growth each year and in strengthening customer relationships,” said Christianson. “We all wish her the best as she enjoys her well-earned retirement.”

About Ocean Beauty:

Ocean Beauty Seafoods began in 1910 as a small Seattle seafood shop and over a century later, has grown to become one of the largest and most successful seafood companies in North America. The company operates seven seafood distribution locations across the Western United States, and two smoking and processing plants in Washington state. The company's ownership includes a group of veteran seafood executives and the Bristol Bay Economic Development Council, a community development quota group that supports economic development in Western Alaska villages. www.oceanbeauty.com

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