



Biography

Brie Reiter Smith
Director of Blackberry Product Leadership, Driscoll's

Brie Reiter Smith is the first of the fourth generation of the Reiter family, founders of Driscoll's in 1904, to take on a leadership position within the Driscoll's brand.

She earned her B.S. degree in agricultural business from Cal Poly, and her MBA from the Thunderbird School of Global Management.