

PRESS RELEASE

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Cannery Row Company Announces the Promotion of Erik Uppman to Director of Marketing

Monterey, CA – January 23, 2017 – Erik Uppman has been promoted to Director of Marketing for Cannery Row Company by Diane Mandeville, Vice President of Marketing. In his new role, Uppman will be a key member of the marketing management team and will assist with the development and implementation of marketing and communication strategies for Cannery Row including events, digital marketing and advertising.

“Erik is a true asset in the Cannery Row Company marketing department, and enhances both our proficiency and capacity. He is an intelligent, experienced marketing professional and we are delighted to announce his well-deserved promotion,” said Mandeville.

A Monterey Peninsula native, Uppman attended Pacific Grove High School and graduated from CSU Monterey Bay with a bachelor’s degree in Computer Science. Uppman’s career in marketing and advertising took him to Detroit and San Francisco where he worked as an advertising executive at agencies including Campbell-Ewald, J. Walter Thompson, and Butler, Shine, Stern & Partners (BSSP). Over the years, he has had the opportunity to work on national campaigns for brands like Chevrolet, Ford, MINI, Nokia, and Capital One.

In 2014, Uppman returned to the peninsula and joined the Cannery Row Company as Sr. Marketing Manager. He is proud to support the local business community and currently serves on the Monterey Peninsula Chamber of Commerce Board of Directors as Vice Chair, Marketing.

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About Cannery Row Company

Founded in 1976, the Cannery Row Company revived the famous canning street and transformed it into the premiere seaside destination on California's Central Coast. The Company operates more than one million square feet of commercial, industrial, and retail development in the Monterey Peninsula area, including a substantial percentage of Cannery Row. Today Cannery Row attracts over 5 million visitors per year from all over the world.

About Cannery Row

Cannery Row was made famous in John Steinbeck's classic novel depicting life in the "the sardine capital of the world." Cannery Row is a beautiful waterfront playground where visitors from all over the world seek a California getaway as authentic as the coast itself. Cannery Row was named “One of the Seven Wonders of Monterey County” by the Monterey County Herald readers. Cannery Row remains a treasure of California's Central Coast, where a discovery awaits every type of visitor. For more information, visit the official Cannery Row website at www.canneryrow.com.