

# Dave Lamb...

## Director of Sales Operations, Costa Fruit & Produce

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Born and raised in the Boston Area, Dave Lamb, Graduated from Arlington High School in 1969 and soon after began his career in the foodservice industry.

At the age of 20, Dave Lamb joined Costa Fruit & Produce as a night shift order selector. A few short months later he enlisted in the Army Reserves and served in California and Germany for a year and a half. It was there that he would acquire the disciplines of hard work, an exacting orderliness in his daily activities and extreme attention to detail that would be the hallmark of his later career with Costa.

Upon completion of his tour duty he was welcomed back by Costa and after a short period was promoted to Night Operations Supervisor. As a “hands on” no nonsense manager, Dave led by example and successfully improved efficiencies through his strong organizational skills and ability to motivate his staff.

Dave grew with the company and continued on as Night Supervisor thru the company’s move from their original location on Congress street, Boston to their current location in Charlestown.

In 1985 because of the number of customer’s that would request Dave’s handling of their needs he was asked to join the Costa’s sales department.

His commitment to customer service and sense of urgency was a perfect fit for Costa’s sales culture. With his extensive product knowledge and experience, Dave quickly became a “go to person” not only for his colleagues but his ever-growing customer base.

Although Dave called on all types of foodservice establishments, his main focus was on hotels and restaurants. His sales approach was a bit different than your typical sales representatives and in many ways Dave’s approach defies the usual salesperson. There is no flash or bluster in Dave’s approach to handling his customers – just a rock steady fo-

cus to his customer’s needs and a keen knowledge of market conditions in relation to the ever-volatile produce market and growing conditions. Mastering this approach, he has become more than a representative of the company but part of the fabric of his customer’s operations.

In 1990, Dave was named Sales Director for Team Fresh, one of Costa’s three specialized divisions. With a focus on fresh produce, he became a mentor to those around him, sharing his knowledge and anticipatory approach with his team and once again in this capacity - Dave excelled.

In 2003, Costa introduced Chef Central, a highly specialized produce and specialty foods sales team that would focus on downtown Boston’s fine dining establishments.

Leadership for this team would require an individual with extensive industry experience, product knowledge and a track record of success.

As Director of Sales Operations for Chef Central, Dave along with his team has enjoyed tremendous sales growth and has been instrumental in implementing specialized initiative such as Costa’s local growers program supporting NE farms. A program that has earned Costa, Mayor Thomas

Menino’s Boston Green Business award.

After 39 years, Dave’s professionalism and commitment to customer satisfaction is as strong as ever. His accomplishments and continued desire to succeed has directly contributed to Costa’s “Tradition of Excellence”

Dave resides in Weymouth, MA where he lives with his lovely wife of 31 year, Eduarda. He enjoys football, baseball and is a frequent volunteer at the Allerton House assisted living in Hingham, MA.

