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CYNTHIA KINDLE JOINS CALIFORNIA MILK ADVISORY BOARD

Kindle brings expertise in digital engagement, brand strategy, and cross-functional project management to retail marketing team

TRACY, Calif. — (September 2, 2025) – The California Milk Advisory Board (CMAB), the marketing order representing California dairy producers, today announced the addition of Cynthia Kindle as Marketing Manager, U.S Retail supporting the organization’s retail brand initiatives and consumer engagement strategies.

Kindle brings more than five years of experience in managing and optimizing digital presence, executing integrated marketing campaigns, and coordinating cross-functional projects to drive brand alignment and growth. She joins CMAB from InnovAsian Cuisine, where she served as Associate Brand Manager, reporting monthly brand performance, leading e-commerce content optimization, agency management and executing shopper marketing campaigns. Prior to InnovAsian, Kindle contributed to marketing efforts at Nature’s Bakery and Nestle USA, where she gained valuable experience in reporting and analytics, cross-functional collaboration, and project and budget management.

In addition to her corporate experience, Kindle has managed freelance digital marketing projects for clients where she created targeted marketing strategies, built customer personas, and maintained brand presence across social media and online platforms.

Kindle holds a Bachelor’s degree in Business Management from Pepperdine University’s Graziado School of Business Management.

“Cynthia’s ability to connect data-driven insights with creative marketing strategies makes her an extremely valuable addition to our team,” said Lizzie Werber, Director of U.S Retail of the CMAB. “Her expertise will help us further strengthen visibility for Real California Milk products and engage consumers in new and innovative ways.”

“I’m passionate about real food and the way it connects people to health, tradition, and community,” said Kindle. “I’m thrilled to be joining CMAB and to play a role in sharing the story of California dairy while supporting the farm families who make it possible.”

California is the number one dairy state with more than 1,000 family dairy farms focused on delivering the wholesome goodness of California milk while creating a more sustainable future for dairy in the state.

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About Real California Milk/California Milk Advisory Board

The California Milk Advisory Board (CMAB), an instrumentality of the California Department of Food and Agriculture, is funded by the state’s dairy farm families who lead the nation in sustainable dairy farming practices. With a vision to nourish the world with the wholesome goodness of Real California Milk, the CMAB’s programs focus on increasing demand for California’s sustainable dairy products in the state, across the U.S. and around the world. Connect with the CMAB at RealCaliforniaMilk.com, [Facebook](#), [YouTube](#), [Tik Tok](#), [Instagram](#), [X](#) and [Pinterest](#).