

Rudy D. Placencia was born and raised in Tulare, California and graduated from Tulare Western High School in 1998. Rudy attended the University of Southern California (USC) on a US Army ROTC scholarship. He graduated from USC in 2002 with a B.S. in Political Science and a minor in History. Rudy was subsequently commissioned as an Active Duty Army officer in May, 2002. Rudy also holds dual Master's Degrees (MPA & MBA) from California State University - Fresno graduating with honors from both programs.

Rudy has spent over 15 years in the military (Active and Reserve) and deployed on two combat tours in support of the Global War on Terror. Rudy has commanded at the Platoon, Company, and Battalion levels during his military career and credits his time in the service as the foundation for his business leadership philosophy. Rudy is a graduate of the Infantry Officer Basic Course, Mechanized Leader's Course, Army Logistics Management College, and the Inspector General School.

Rudy has spent the last 8 years in the Food and Agricultural industries and has had success at the Executive level of management with such companies as Star Fine Foods, Nichols Farms, Impact Group, and Maricopa Orchards. He has built a career on team-building, business development, and profitability. Most recently, Rudy helped establish a national presence for a small pistachio company leading year-over-year growth in volume and profit culminating in 50% revenue growth during his tenure. Rudy is currently employed by Maricopa Orchards as their Vice-President of Sales & Marketing. Rudy is proficient in consumer insights and marketing analytics and has proven direct success in category growth for snack nuts in retailers such as Costco, BJ's Wholesale, Sam's Club, CVS, Walgreens, Albertsons/Safeway, Kroger, HEB, Market Basket, Winco, and many more.

Rudy resides in Fresno, California with his wife Tara and their children: Jackson, Katherine, and Viviana.