



**Clean tech co. Purfresh hires development exec**

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Purfresh, a technology company that purifies, protects and preserves food and water, has hired Arturo Gomez as its new vice president of corporate development.

With 15 years experience in agribusiness and transportation, Gomez will spearhead strategic projects at Purfresh and lead its expansion globally.

He was previously senior product manager at John Deere Water Technology, and also served as director of strategic business development at T-Systems International. Additionally, Arturo was vice president of new business development for SureBeam Corporation's Asia Pacific region.

"Art's appointment to Purfresh's management team will play a pivotal role in our ability to meet the rapidly increasing global demand for our pre- and post-harvest solutions," President and Chief Executive Officer David Cope said in a company release.

Purfresh's clean technology solutions include innovative crop applications, food wash systems and cold chain technology to safeguard produce before and after harvest. The company also has technology to purify and disinfect bottled, pharmaceutical and consumer products. The company's clients include Coca-Cola, Procter & Gamble, Safeway, Wyeth Pharmaceuticals and many more.

Connie Bordanaro, a spokesperson for [Purfresh](#), spoke briefly with DailyVista to further outline Gomez's role at the company.

She said that Gomez will be looking to further expand Purfresh's reach. His focus will be on business development activities like expanding current markets and researching potential partnerships for the company.

"With the increasing global demand for our clean-tech solutions, Mr. Gomez will use his previous experience to help Purfresh establish new partnerships and markets," Bordanaro said, adding that areas of focus include South Africa, the Mediterranean and China.

Bordanaro said the company targets a range of industrial groups, including growers, packers, shippers, exporters and importers, as well as pharmaceutical, bottled water and personal care companies.

According to Bordanaro, Purfresh handles its marketing activities in-house.