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**Pacific Biodiesel Expands Its Marketing Team**  
*Joy Wynne Galatro Hired As Marketing Director*

**MAUI, HI** (March 31, 2016) – Pacific Biodiesel, Hawaii’s award-winning and internationally recognized producer of renewable fuels and the only commercial biofuel producer in the state, announced today the addition of Joy Wynne Galatro as Marketing Director.

Galatro is an experienced brand strategist and marketing communications professional with expertise in developing positioning strategies and integrated marketing programs that build the brand throughout all parts of an organization to attract customers, build loyalty, grow market share, and attract and retain top talent.

Throughout her 28-year career, Galatro has gained invaluable perspective and excelled in leadership positions both within corporate communications departments and as part of an agency team serving clients in the industries of senior living, residential and mixed-use real estate development, travel and tourism, healthcare, retail, higher education, energy and sustainability. Most recently, Galatro was Vice President of Brand Strategy for Walker Brands, an award-winning branding firm based in Tampa, Florida. During her 15 years with Walker, she handled all aspects of developing strategies and executing programs encompassing advertising and marketing, employee and customer communications, training and orientation programs, sales centers, special events and public relations. Prior to joining Walker, Galatro worked with Tampa Electric Company, where she led an in-house marketing team assigned to several subsidiaries.

At Pacific Biodiesel, Galatro will plan and oversee the company’s strategic marketing efforts. She will spearhead promotion of the company through marketing and community education events and programs as well as guide the marketing team in developing communications to various customer, community and industry audiences.

“We are lucky to have found someone with such breadth of experience coupled with Joy’s excitement and commitment to our mission,” said Kelly King, Co-Founder and Vice President of Pacific Biodiesel. “She will represent us well.”

Galatro is a graduate of the University of South Florida with a BA in Advertising. She’s a graduate of Leadership Tampa and a former member of the Board of Directors for Powerstories Theatre, a non-profit theatre for women and girls that was awarded the 2010 National Arts & Humanities Youth Program Award. She also previously volunteered as a life story historian for LifePath Hospice in Tampa.

“The innovation Pacific Biodiesel has consistently demonstrated in sustainability and renewable energy inspires me just as much as the fact they started right here on Maui and continue to make an important impact across this state, nationally and internationally. I’m incredibly honored to become a part of their team,” Galatro said. “Maui was my childhood home. Although I achieved great career success on the mainland, I am excited to be back home here where I can help make a difference in this community.”

Founded in 1995, Pacific Biodiesel established and operated the very first retail biodiesel pump in America and for the past two decades has built a solid reputation as a leading pioneer in the renewable energy industry. With more than 70 employees statewide, the company excels in constructing and operating biodiesel-processing plants, advancing process technology, and producing and marketing quality fuels. An innovator and industry leader, Pacific Biodiesel has earned numerous community, state, national and international awards, including most recently its founders Bob and Kelly King being named to the international list of the Top 100 People in the Bioeconomy for 2016. Throughout its history, Pacific Biodiesel’s vision has remained constant: to create truly sustainable, community-based biodiesel production facilities in order to maximize the economic and environmental benefits and minimize energy consumption.

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