



Alicia Rockwell
Chief Government Affairs Officer

Following a 17-year career as the head of Corporate Communications at the grocery retailer The Save Mart Companies, Alicia Rockwell joined Blue Diamond Growers in January 2015. During her tenure with Save Mart, she supported the 2007 acquisition of the Northern California Albertson's stores.

As the Chief Government Affairs Officer, Alicia is responsible for shaping and leading Blue Diamond Growers' government and public affairs strategies. She works with a range of key stakeholders, including grower-owners, community and non-governmental organizations, industry associations, political officials and policymakers, and the media. The Government Affairs team oversees local, state, federal, and international advocacy, a Blue Diamond Board of Director's Political Action Committee (PAC), industry association memberships, and reputation management, which includes the advancement of social impact engagement.

Alicia's industry affiliations include an appointment to the USDA Agricultural Technical Advisory Committee (ATAC) for Fruit and Vegetables, and she serves as a Board Director for the Almond Board of California and the Agricultural Council of California. She was recognized as the California Grocers Association Advocate of the Year in 2011 and received the California Manufacturers and Technology Association Outstanding Women Making California Award in 2022.

Alicia earned a Public Leadership Credential from the Harvard Kennedy School of Government. She holds Bachelor's and Master's degrees in Information and Communication Studies from California State University, Chico.

Alicia is deeply committed to philanthropic endeavors and actively engages in initiatives aimed at fostering sustainability and making a positive impact on the community.