



## Women in Horticulture Interview Series

### January 2022 Guest: Katie Tamony

Chief Marketing Officer, Monrovia



With more than 25 years of expertise in lifestyle, leisure, and horticulture industries, Katie has been tracking trends to help companies and organizations prepare for the future throughout her career.

In 2001, she became the youngest editor-in-chief of Sunset Magazine and Sunset Books in its history, leading the premier authority on lifestyle and gardening in the West for more than ten years. With an intuitive sense of what drives authentic shifts in consumer lifestyle interests and relationships to brands, she transitioned from publishing into marketing and communications, consulting with numerous companies and non-profit organizations that want to attract new audiences and drive loyalty.

Katie has long been interested in the intersections of garden, art, health, and well-being. She joined Monrovia in 2014 to reimagine the company's marketing strategy. After three years and thousands of flights commuting to headquarters, Katie left for a sabbatical to live in Spain and write a book. She returned to Monrovia in 2020 to once again lead its consumer marketing into the future.