

integrated FOOD SERVICE Leadership & Sales Team



Paul Giuliano, President and Co-Owner

Paul's family has been in the Deli Industry since 1952 when his grandfather opened an Italian Delicatessen in Gardena CA. Since then, the small Italian Deli has expanded into a wholesale bakery and commissaries several of its own proprietary ingredients and components. Paul has been involved in the family business since he was a young boy. Paul graduated from The University of Southern California (USC) with a degree in Business Finance.



Jon Sugimoto, Vice President and Co-Owner

Jon began his career in the food business as a bakery delivery man in 1978 where he serviced several of the Giuliano Delicatessen stores. In 1980 Jon started a food distribution business where he sold commodity and commercial products to school districts in Southern California. In 1991 Jon & Paul founded Integrated Food Service. 2021 will mark IFS's 30th Anniversary.



Jeff Harris, Regional Sales Manager, Southeast

Jeff has been in the School Food Service industry for over 30 years. Jeff was a Regional Sales Manager with the Sara Lee Meat Group for nearly a decade, before opening SIMS of Carolina, a school food service broker specializing in commodity processing. After 20 years in the brokerage business, he joined IFS in 2010, and manages the Southeast market.



Billy Rosenthal, Regional Sales Manager, Midwest

Billy graduated from the University of Wisconsin-Stout with a Bachelor's degree in Business Administration – Sales and Marketing. He has been in School Food Service for about 7 years, having worked at the Schwan Food Company in the Southwest. Billy has been with IFS since 2016 and has enjoyed every minute of it with his coworkers, brokers, and Midwest K12 customers.



Richard Wood, Regional Sales Manager, Southwest

Richard has been in the food service industry for 21 years. He has held positions as Regional Sales Manager for Reinhart Foodservice and Area Execution Manager with Kellogg's, as well as School Sales Supervisor for Shamrock Foods. Rich has been with IFS since 2017 and manages southern California, Arizona, Colorado and New Mexico.



Lisa Durkin, Regional Sales Manager, Texas and Central CA

Lisa graduated from CSU Fresno with a Bachelor of Science in Agricultural Business. She has been in the food service industry for more than 20 years. She has held positions as a Regional Sales Manager for Wawona Frozen Foods and as a Sales Representative with JDS Marketing (a school food service broker). Lisa has been with IFS since 2003 as a broker and joined the team officially as a regional in 2007. She manages the Texas market, along with the Central Valley in California



Kim Reyes, Regional Sales Manager, Northwest

Kim graduated from CSU Sacramento with a Bachelor's degree in Journalism, and a minor in Business Administration. She's been with IFS since 2016 and began her school nutrition career in 2014, working in distribution. Prior to that, Kim worked in hotel and hospitality management, with a total of 25 years' experience in food service. She manages the Northwest market, including northern California, where she lives.



Paula Cavin, Territory Manager, Northern and Central CA

Paula has been in the food service industry for over 35 years. Prior to joining the Integrated team in 2018, Paula held positions as a K-12 Specialist for Key Impact Sales, Sales Manager for Quality Food Brokers and Regional Sales Manager with the Sara Lee Meat Group. Paula covers our Northern California and Central Valley markets, supporting Kim and Lisa.

