

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

Fine Americas, Inc.

Fine Americas announced the appointment of two new hires: **Jim Scruggs** as its new technical services manager, and **Jim Kruger** as sales manager for its Northeastern U.S./Eastern Canada region.

Jim Scruggs will work closely with Fine's sales force, university researchers and distributors to strengthen the company's position in the agricultural, greenhouse ornamental, and turf and landscape markets. He'll also serve as the company's lead in the development of new products and formulations.

Prior to joining Fine, Jim Scruggs held technical service positions with Loveland Products and Nichino America. He holds a Bachelor of Science degree in General Agriculture/Agronomy, as well as a Masters of Science degree in Weed Science (Minor in Entomology), both from Mississippi State University.

Jim Kruger will work closely with Fine's distributors to strengthen the company's position in the greenhouse/nursery ornamentals and agricultural markets. He'll also assist with the promotion of Fine's current product line while supporting the introduction and development of new products.

Prior to Fine, Jim Kruger held sales management and technical service positions with Arysta LifeScience, Cleary Chemical Corporation/Nufarm and Harrell's Fertilizer. He holds a Bachelor of Science degree in plant science from Clemson University.

Florist Holland BV

Florist Holland announced the addition of **Judy Born** to the North American Team as a Sales Manager and Broker Support for North America. With this new role, Florist positions itself for further growth in the North American Market.

Judy brings many years of experience to the role from many different facets of the industry, most recently as Fides Brand Manager for the Dümme Group. Having experience with breeders, a brokerage firm, greenhouse growers and various retail operations, Judy brings the depth of knowledge necessary to help continue to move the company forward in the North American market.

Pleasant View Gardens

Pleasant View Gardens announced two new hires: **Nathan Keil**, their new Marketing Manager, and **Adam Moseley**, who joins the company as Research and Development New Plant Identification Manager.

Nathan will be responsible for the development, management and strategic direction of Pleasant View's products and programs. He will develop and execute the creative vision plan to enhance the company's brand position. Nathan will work closely at all levels of the company to manage marketing communications and collateral strategies, building and positioning Pleasant View programs. He will be in charge of advertising, web and social media outreach, and trade show/event planning. He'll keep in tune with industry market research and trends related to Pleasant View's marketing plan.

Nathan's horticulture experience spans two decades. He comes to Pleasant View from Landmark Plastic, where he was Product Marketing Manager. Prior to that, he worked with OASIS Grower Solutions and Penn State Seed Company, involved in sales and marketing. Nathan has worked in all segments of the industry, including retail, growing, distribution and manufacturing.

Adam will represent Pleasant View within the Proven Winners trial group and, additionally, make evaluations of new plant material that would particularly enhance the Pleasant View product line. Adam will oversee all of the Proven Winners and Proven Selections trialing for Pleasant View. He will be on the lookout for potential new plant offerings that will keep Pleasant View on the cutting edge.

Adam comes to Pleasant View from the University of Florida, where he was focused on Masters-level plant breeding and genetics, conducting research in direct basil breeding for the Plant Innovation Program. He was a research assistant in the Environmental Horticulture Department, managing multiple research greenhouses, coordinating research breeding and trials, and contributing hands-on to breeding.

Skagit Gardens

Skagit Gardens announced that **Mollie Hoare** has rejoined their team, assuming the role of Operations Manager.

Mollie will be responsible for all of production, both in the company's finished and SuperStarts! divisions. She will lead a team of experienced growers in producing one of the most diverse product lines in North America.

After graduating from the University of Idaho, Mollie began her career as a grower at Skagit Gardens in 1986. Later, she worked for Color Spot, and then Smith Gardens, where she ultimately assumed the role of site manager of their perennial growing facility in Marysville, Washington. Mollie brings a wealth of production leadership experience to her new role.

Spectrum Technologies

Spectrum Technologies Inc. announced that it has appointed **Alicia Gillman** as Director of Marketing. Alicia will oversee the development of diagnostic marketing strategies in alignment with company objectives to drive revenue. In addition, she will spearhead Spectrum's marketing communications and lead advertising efforts to grow customer relationships.

Alicia previously worked as a business strategy consultant, where she supported a number of clients in the telecommunications, agriculture, equipment, consumer products and advertising industries. Prior to working as a business consultant, Alicia held global positions in communications at Deere & Company and marketing at T-Systems International, Inc./T-Tape, Gateway and National Design. **GT**