

GROWERTALKS

GT in Brief

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Jonathan Pedersen Promoted to CEO of Monrovia

Chris Beytes

Jonathan Pedersen was appointed CEO of world-renowned nursery Monrovia, based in Azusa, California. Jonathan succeeds Miles Rosedale, who's stepping down to focus on his role as Co-Chairman of the Board of Directors.

Jonathan joined Monrovia in 2013 as vice president of business development and intellectual property after stints with Bailey Nurseries and Linder's Greenhouses. In 2019, he was promoted to vice president of sales and business development.

"Jonathan brings a depth of experience and a fresh perspective at an exciting time for Monrovia," said Chris Kroes, co-chairman of the Board. "His deep industry knowledge and institutional tenure makes Jonathan uniquely qualified to lead Monrovia successfully into the future."

"It has been a truly challenging, yet remarkable, year," said Jonathan of 2020. "We worked with our garden center partners to adapt to changes quickly, while maintaining a focus on growing the highest quality plants and providing the best service to our customers. Now more than ever, homeowners want to create beautiful outdoor living spaces and they want to find just the right plant for the right place. I'm excited to work with our dedicated craftsmen to keep fulfilling that promise to our customers and consumers." **GT**