

# GROWERTALKS

## GT in Brief

5/1/2024

### On the Move

*Jennifer Polanz*

#### **ATTICUS, LLC**

Atticus added to its professional non-crop EcoCore division by adding Jane Stanley to the team. Jane will serve as Manager, Technical Services-Greenhouse & Nursery. In this role, she'll work under Rob Golembiewski, Ph.D., Director of Technical Services, to spearhead new initiatives for the greenhouse and nursery industry. With over a decade of experience, Jane's skills and knowledge are a valuable asset to the EcoCore team. She earned a bachelor's degree in environmental science from the University of Virginia and a master's degree in horticulture from Penn State University. Most recently, she was the Technical Services Manager for Ornamentals at Bayer/Envu.

#### **BAILEY**

Bailey announced the appointment of Drew Puthoff as Strategic Account Representative. In this new role, Drew will be working on Bailey's direct business with The Home Depot, building strong relationships with customers and driving sales growth. Drew joins Bailey with over 20 years of experience in the retail industry, most recently as a buyer for shrubs, trees, perennials, tropical blooming and ferns at a national retailer.

#### **DÜMMEN ORANGE**

Dümmen Orange recently promoted Frank Magnusson to become its new regional head in North America. Frank has been with Dümmen Orange as a senior member of the North American region for the past 12 years. He replaces Nathan Lamkey, who left the industry for a position with a global fruit breeding company. During his current Dümmen Orange tenure, Frank led mergers and acquisitions (M&A), and integrations of more than a dozen companies, including Ecke Ranch, Fides and Dümmen USA, Inc. into what has become Dümmen Orange. Before his new role as regional head, he was Vice President of Finance. Prior to joining Dümmen Orange, Frank managed inside sales of young plants for EuroAmerican. Before that, he oversaw North American operations while working for Selecta.

#### **JIFFY**

In a significant move to strengthen its leadership team and to further show the company's commitment to innovation and customer focus, Jiffy announced the appointment and promotion of several key individuals. These strategic hires underscore Jiffy's dedication to expanding Jiffy's Preforma product line and enhance its operational capabilities, particularly with the upcoming launch of a new factory on the West Coast.

Matt Miller steps into the new role of Strategic Accounts Manager for North America. Matt will focus on enhancing service levels and deepening customer relationships across strategic grower and distributor accounts.

Nathan Keil joins as Territory Account Manager for the Northeast U.S. sales region, with a solid background in horticulture and account sales.

Nick McHenry takes on the role of Western Regional Sales Manager for North America. Nick has helped develop the business in the Pacific Northwest and will now lead sales efforts across the Western region.

Pilar Galvis assumes the role of Eastern Regional Sales Manager North America.

Rick Mast has been appointed as the Product Manager for Preforma NA/LATAM. Bringing over 25 years of industry experience, Rick joins Jiffy to lead portfolio management and business development for the Preforma product line.

Will Reid joins the Jiffy sales team as Account Manager for the Pacific Northwest U.S. with a background that includes sales innovation in the fruit industry, and research and development for alternative crops and technologies.

## **MIDWEST GROUNDCOVERS**

Midwest Groundcovers announced the promotion of Nikki Melin to the position of Vice President of Sales and Marketing. Nikki has been with Midwest Groundcovers for over 15 years, most recently as the Sales Operations Manager. She holds a Bachelor of Horticulture with an emphasis in Urban Forestry from the University of Illinois-Urbana-Champaign and a Master of Business Administration from the Gies College of Business, University of Illinois.

## **MPS**

The MPS board has welcomed Marco van der Sar as the new chairman. Marco is taking over for Gijs Kok, who was chairman of the board for the past six years. After graduating in Business Administration in Rotterdam, Marco spent 10 years in various roles at Royal FloraHolland, followed by four years at Dümmer Orange. Since 2020, he's run his own business, specializing in interim management. Marco is also chairman of the board of the Flower Council Holland.

## **OHP**

OHP announced the addition of Matt Brecht, Ph.D. to its team of horticultural professionals as Technical Sales Manager in the Western U.S. Matt brings a range of professional experience to the OHP team, most recently with Certis Biological as Key Account Manager for Organic Pesticide Products in the Controlled Environmental Agriculture (CEA) markets. Prior to Certis, Matt served as key Account Manager for Marrone Bio Innovations, supporting several key biopesticides in the U.S. and Canadian greenhouse vegetable, ornamental and cannabis markets. In addition to his biopesticide sales and tech support experience, he was Founder and President of Dutch Valley Farms, a cannabis growing operation in Western Oregon. He also served as a Territory Sales Manager for 11 years with Syngenta Lawn and Garden.

## **SYNGENTA**

Syngenta Flowers announced the appointment of Dr. Alicain Carlson as Head of Marketing-Americas. This appointment supports the company's commitment to launching new products backed by technical data and cultivating a portfolio through strategic marketing based on industry needs.

Alicain has been with Syngenta Flowers for over eight years, where she's been in multiple technical roles, from supporting data-driven product launches through trialing to generating technical grower resources and managing teams of specialists. As Head of Marketing, Alicain will lead Syngenta's teams of product managers, technical specialists, and marketing and pricing managers to execute an aligned strategy for developing, supporting and promoting Syngenta Flowers' portfolio. Alicain will remain a member of the Americas leadership team, contributing to the company's regional business strategy. **GT**