

GROWERTALKS

GT in Brief

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On the Move

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MCHUTCHISON & VAUGHAN'S HORTICULTURE

Ken Turrentine has been named president of McHutchison, Inc. and Vaughan's Horticulture, a position in which he will lead both companies. With 20 years of professional experience working in the horticultural industry, Ken is no stranger to McHutchison or Vaughan's Horticulture, previously serving as a key account sales manager and western regional sales manager for Vaughan's Horticulture from 2019 to 2022.

Most recently, Ken worked for Philips Horticultural LED Solutions as U.S. commercial lead and senior director of business development in North America. Previously, he served as marketing director for Central Life Sciences, a division of Central Garden and Pet, and held various sales and marketing roles with Syngenta and Griffin Greenhouse Supplies.

Prior to joining the horticulture industry, Ken worked for 15 years in operations, sales and marketing in specialty agriculture. A military veteran, he proudly served in the U.S. Marine Corps Forces Reserve for almost 10 years.

PROFILE PRODUCTS

Profile Products announced the promotion of **Michael Moore** to regional sales manager for the Southeastern United States, as well as three new hires for the Profile Growing Solutions business: Nelson Gonzalez, Michael Hull and Gary Sainsbury. In this role, Michael Moore will represent Profile's full horticulture product portfolio while leading sales in the Southeast. Michael joined Profile in 2022 as an equipment support specialist for HydraFiber products and associated processing equipment.

Nelson Gonzalez is Profile's new regional sales manager in Florida. Most recently, he worked at ICL Specialty Fertilizers, and Atlas Peat and Soil. After graduating from Florida International University, prior to joining Atlas, Gonzalez operated his own nursery in Homestead, Florida.

Michael Hull is Profile's new national distribution manager, a newly created position in the company. A graduate of the University of Florida, Michael has a background in agriculture and horticulture. Prior to joining Profile, he worked at Kemin Crop Technologies.

Gary Sainsbury is Profile's new regional sales manager for the Northeastern United States and Eastern Canada. In this role, Gary will support existing customers while expanding Profile's reach throughout the region.

THE SOCIETY OF AMERICAN FLORISTS

The Society of American Florists (SAF) announced **Maura Kenny** as Director of Development. In her new role,

Maura will lead the organization's efforts to connect industry suppliers with the SAF audience through membership, sponsorships, exhibits, virtual and print ad spaces, sponsored content and more. Maura began her career as a floral event designer in 2005 and started her own wedding floral business with minimal capital in 2012. Within six years, she successfully grew the business to nearly \$850,000 in revenue. In 2022, Maura joined Southside Blooms, the in-house farm-to-flower shop at Chicago Eco House, where she played a pivotal role in increasing event sales by over 300% in just one year.

SOLLUM TECHNOLOGIES

Sollum Technologies announced that it's expanding its sales team in North America. **Mauricio Manotas** is the new Director Global Business Development. With two decades of horticulture industry experience, Mauricio held key positions across the Americas, including as Chief Revenue Officer at ecoation.

Matthew Bonavita is Senior Director of Sales for the U.S. market, bringing a wealth of leadership and industry knowledge from his time as General Manager/President at Ludvig Svensson.

Tim Gilpatrick, Sales Manager for the U.S. market, has worked in horticultural research and hydroponic farming operations.

Kassim Tremblay was recently appointed as VP, Global Sales Operations. Nick Occhionero will continue in his current role as Senior Director of Sales for the Canadian market.

Sollum Technologies also announced the opening of an office in Leamington, Ontario, where a key hub of market leaders maintains operations in the area and across the border.