

# GROWERTALKS

## GT in Brief

8/29/2025

### On the Move

*Jennifer Zurko*

#### **Bailey**

Bailey announced that Amanda Flint is the new Product Development Manager. This leadership change comes as Debbie Lonnee, who'd led the team for over 30 years, prepares for her retirement at the end of 2025. To support a smooth transition, Debbie has moved into the role of Senior Product Developer where she'll share valuable insights, relationships and decades of experience with Amanda and the team.

Amanda joins Bailey with over a decade of product leadership in the industry and will be responsible for breeder relations globally, product trialing and go-to-market planning for Bailey Intellectual Property. This includes genetics targeted for Bailey Consumer Brands Endless Summer Hydrangeas, First Editions Shrubs & Trees, and Easy Elegance Roses.

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#### **Ball Horticultural Company**

To better align efforts and streamline innovation, Ball Horticultural Company has brought together the departments of Breeding and Advanced Technologies (Ball Helix) under the leadership of Jason Jandrew, who will now serve as Chief Research & Development Officer. Jason has been a successful plant breeder and breeding director in the industry for nearly 25 years, including the last 14 years at Ball. He was promoted to Chief Product Development Officer in 2023, overseeing all breeding operations company wide. During his career at Ball, Jason has been deeply engaged with the Ball Helix team, collaborating on technology strategy, championing innovation and helping bridge scientific discovery with real-world product development.

Wes Anderson has accepted the role of Program and Governance Manager for Plant Breeding. In this new role, Wes will help Ball's R&D leadership organize cross-functional collaboration with business units, and internal and external research teams. He'll assist in planning and documentation of R&D project plans, resource requirements, timelines and budgets. During the last few years, Wes was Learning and Development Manager in the Human Resources Department.

In addition to his career at Ball, Wes has held civilian positions as an Operations Training Manager and a Logistics Team Lead. In his time with the Army National Guard, he served in global positions as a Company Commander and a Support Operations Officer.

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#### **Ball Seed**

Eugenie Bigras has been hired as Sales Representative for Eastern and Northern Quebec, Canada, taking over for

Mireille Bourgon, who will be retiring in the spring of 2026 after 13 years of dedicated service.

With a degree in Horticultural Science from the University of Laval and a master's in business management, Eugenie brings a strong educational foundation to her new role as Sales Representative. Over the past eight years, she's worked closely with Manon Lemieux as her assistant, gaining valuable hands-on experience that complements her academic background. In addition, Eugenie serves as the Procurement and Sales Manager for her family's garden center, further deepening her industry expertise.

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### **HIP Labels**

HIP Labels announced the hiring of horticulture business veteran Chris Copeland as General Manager. Working closely with the HIP team, Chris will play a key role, strategically and tactically, in developing and executing efforts that build on the HIP Labels reputation for innovation and solution. His extensive connection to and knowledge of the horticulture industry will be a tremendous resource in working directly with current and new clientele.

Chris brings a long and successful track record of executive oversight and management to HIP Labels. Most recently, he was Chief Operating Officer at Metrolina Greenhouses' York Facility, working with the company from 2013 to the present. From 2001 to 2013, he was employed by Layman Nurseries, Inc. as General Manager and Costa Layman as Director of Perennial Sales.

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### **McHutchison**

McHutchison has hired Ken McVicker as its Director of Sales—Nursery. With more than 25 years of experience in sales and marketing, Ken is a well-known figure in the nursery industry where he's held key roles at both Van Essen Nursery and Woodburn Nursery, which was his most recent stop before joining McHutchison. In his new role, Ken will work to advance McHutchison's nursery strategy, strengthen vendor relationships and drive continued growth across the organization.

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### **Plant Development Services**

Plant Development Services Inc. (PDSI) announced that Tyler Brown has been named Brand Sales Director. In this role, Tyler will work closely with growers to drive demand and expand the market reach of PDSI's collection of brands. As the company advances its offerings of new plants, programs and partner resources, Tyler will step into a vital role, furthering relationships and insights from the field to accelerate strategic growth.

Most recently, Tyler served as Mid-Atlantic Territory Manager for Star Roses and Plants. Prior to that, he was Southeast Sales Manager for HIP Labels. He also brings prior experience in plant production and team coordination, and is an active member of the International Plant Production Society.

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### **Priva**

Priva announced that it hired Alfredo Biffi to the North American team as Account and Systems Specialist for the Midwest region. With more than 20 years of experience in controlled environment agriculture, Alfredo brings a strong combination of technical expertise and practical insight to support greenhouse growers across the Midwest.

Originally from Lima, Peru, Alfredo has worked in some of the most advanced greenhouses in North America, applying innovative solutions to help growers improve production and sustainability.

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### **Syngenta Flowers**

Syngenta Flowers announced a completely re-designed website—[syngentaflowers.com](https://syngentaflowers.com)— that offers lightning-fast search to real-time availability data, making it easier and more efficient for users to find information. It now includes

real-time availability, enhanced technical resources and a mobile-optimized experience. **GT**