

GROWERTALKS

GT in Brief

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On the Move

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4XROBOTS

4XROBOTS has appointed Steffen Enemark as its new CEO, marking a transition from start-up to scale-up following the launch of its first collaborative robot in early 2025. Enemark, who formerly held a VP position at ABB Robotics, brings more than 20 years of industry experience and takes over leadership from co-founder Michael Nielson.

BioWorks, Inc.

BioWorks has added Bill Rietkerk to their team as a senior Biological Solutions Advisor for Horticulture, with him leading expansion in California. Bill brings experience with IPM protocols across multiple crops to the table at BioWorks and he'll work closely with growers and channel partners.

Libby Brallier has also joined BioWorks, as a Biological Solutions Advisor, supporting horticulture customers throughout the Pacific Northwest region. In her new role, Libby will work directly with growers and distributors to deliver customized biological programs that promote healthier, more resilient crops. She'll also provide technical and strategic guidance to support customers in optimizing their integrated pest and disease management practices.

Libby brings vast experience in horticulture sales, account management and crop production support. Most recently, she served as a Sales Agronomist for Wilbur-Ellis, where she managed a multimillion-dollar territory of wholesale nurseries and greenhouses across Oregon. Prior to Wilbur-Ellis, Libby spent nearly a decade at Monrovia.

Eason Horticultural Resources

Eason Horticultural Resources welcomed Bob Monroe, Jason McCarty and Conor Foy to its national sales team. Bob has more than 30 years of industry experience, bringing deep horticulture knowledge and a customer-focused approach to his new role.

Jason has worked and served in the green industry for over 30 years, as well. His work experience has been broad and includes high-end landscape maintenance and design, and garden center management and ownership. In addition, his experience includes sales for wholesale greenhouse growers of plugs, liners, prefinished and finished plant material and as a manufacturer's rep for potting soil.

Conor grew up on a small farm in the west of Ireland, which helped foster a strong passion for plants and led him to work at garden centers, estate gardens and a golf course. Conor moved to Chicago to work for a green roofing company, as well as work for an arborist company as a zoo Horticulturist and in landscaping in the Chicago area.

He most recently worked as a Program Coordinator at a large Ohio grower.

OHP, Inc.

OPH has appointed Frederick "Fritz" Meyers II as a Florida Technical Sales Manager. He'll be responsible for market development, as well as sales for fungicides, herbicides, insecticides and plant growth regulators across the greenhouse and CEA sectors. Fritz brings a strong background in nursery operations, with prior leadership roles at Bragg Canna Mississippi, Columbia Care, Green Growth Brands and Liberty Health Sciences.

PanAmerican Seed

PanAmerican Seed has welcomed Kat Wolper and Penny Merritt-Price as a Key Account Manager and Senior Product Manager, respectively. Kat brings experience from Beekenkamp, Ludvig Svensson, MasterTag and Tagawa Greenhouses to build grower and broker relationships. Penny hails from Auburn, Alabama, and brings with her 13 years of experience from Young's Plant Farm in product research and development.

Prior to her work at Young's, Penny spent several years in the landscape sector, responsible for commercial and residential design and installation.

Van Belle Youngplants

Van Belle Youngplants has appointed Austin Wolff as their Vice President, who brings his leadership experience from the heavy-duty equipment sector to the horticulture industry. His entrepreneurial expertise will help strengthen the company's propagation nursery network across North America.