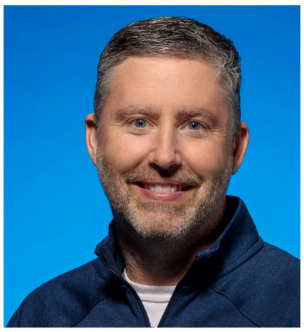
GROWERTALKS

GT in Brief

2/27/2026

Marshall Dirks Retires From Proven Winners

Chris Beytes



The fellow who was instrumental in making Proven Winners “The #1 Plant Brand in North America” is retiring. Marshall Dirks, who for 27 years has been one of the most aggressive and innovative plant marketers in the business, has retired from Proven Winners. His last day was Friday, January 9.

“I am incredibly grateful for the people I’ve worked with and the friendships I’ve made along the way,” said Marshall, who joined Proven Winners in 2000 after a seven-year stint as a product manager for Ball. “It’s been a privilege to be part of this team and to tell the story of a brand that I truly believe in.”

“We are extremely happy for Marshall and his family,” said Mark Broxon, CEO of Proven Winners. “He has so many other interests and passions that he wants to pursue, and we are proud that he is moving to this next phase of his life. He has been a huge part of our success over the years.”

With Marshall’s departure, Brian Oster, currently the Senior Marketing Director for Proven Winners North America, will assume Marshall’s responsibilities.

While Marshall may be retiring from Proven Winners, he’s not really retiring. He said in a brief call before the official announcement that he’ll certainly spend more time with his family, do plenty of volunteering and he might even take on some part-time projects within the industry. But first: “Rest and abide in the little bit of downtime I have before I fill my cup,” he joked, adding that he’s prone to taking on way too many projects. **GT**