

GROWERTALKS

GT in Brief

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On the Move

Jennifer Zurko

Ball Seed

Marcus Jansen has been promoted to Landscape Business Manager for Ball Seed. In this new role, Marcus will partner with Regional Business Managers to design and implement strategic plans aimed at growing Ball Seed's footprint in the landscape segment. Beginning as a Ball intern in 2018 while attending Iowa State University, Marcus later joined the organization full time in 2021, during which time he established his career as a Product Development Manager with PanAmerican Seed.

Also for Ball Seed, Andrew Basinger has been promoted to Midwest & Southwest Regional Supply Manager. In this new role, Andrew will partner with the Regional Business Managers, Strategic Pricing Managers, Sales Reps, internal teams and Midwest Suppliers to help strengthen relationships and align Ball Seed's supply needs with the sales team. Andrew joined Ball full time in 2023 as a Greenhouse Manager for PanAmerican Seed's Elburn, Illinois, location.

Proven Winners

Proven Winners has hired Shira Schwarz as senior vice president of marketing for the newly unified company. Shira has spent her entire career in marketing, spending years leading and developing brand and communications strategies at PepsiCo for Quaker and later Tropicana. In her most recent role, Shira served as vice president of brand marketing for meal delivery service Home Chef, where she oversaw growth plans and creative development.

Van Belle Youngplants

Van Belle Youngplants, Inc. has welcomed Cameron Martyn as vice president. Cameron brings more than 20 years of leadership experience across logistics, manufacturing, product development and corporate operations. Throughout his career, he has helped organizations scale operations, strengthen supply chains and drive growth in fast-moving environments.**GT**