

# GROWERTALKS

## GT in Brief

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## On the Move

*Jennifer Zurko*

### **DANZIGER 'DAN' FLOWER FARM**

Danziger has hired Anna Chernyavsky as Director of Sales for Bedding Plants and Perennials. In addition, she will also be directly in charge of the U.S. and UK markets.

In her previous position, Anna served as Senior Sales Manager for the European market at Keter Plastics, a leading Israel-based company. She's been working with top executives, including global and local businesses, buyers and other senior level decision makers with the largest retailers in Europe.

With the addition of Anna, Chanochi Zaks, Vice President, will be responsible for special projects and product development.

### **DRAMM CORPORATION**

Dramm announced the promotion of Casey Schoenberger to Director of Sales, Fertilizer and Farm. In addition to the oversight of all aspects of Drammatic Fertilizer sales, Casey's expanded responsibilities include the sales growth to the farm/agricultural sector.

Casey joined Dramm in 2010 as the Fertilizer Sales Manager of Northwest USA and Western Canada. Casey's efforts have established a strong market share in the western U.S., as well as increasing sales to key segments in East Asia. Casey is a certified Permaculture Designer and currently runs an organic farm in Washington's Skagit Valley growing vegetables, fruits and nuts. Casey was previously with Christianson's Nursery & Greenhouse as its Horticulturist.

### **PLEASANT VIEW GARDENS**

Jaime LeFlem has joined Pleasant View Gardens as Sales Manager: Finished/Retail-Ready. Jaime's comprehensive sales background provides him with the experience needed to play a key role in the development and execution of sales plans, driving of new business in the eastern U.S. and managing all aspects of the finished and garden-ready programs at Pleasant View.

Prior to joining Pleasant View, Jaime held multiple positions—from being sole proprietor of an insurance and financial services business to the position of Sales and Leasing Client Advisor with Audi of Nashua.

## **SAKATA SEED AMERICA**

Sakata announced the appointment of Joseph “Joe” Cimino to the position of Senior Sales Manager of Ornamentals NAFTA. Joe comes to Sakata with extensive marketing and management experience in the North American ornamentals industry, serving most recently as Western Area and Key Account Manager for Sun Gro Horticulture. He’s also held senior management roles at Cut Flower Exchange and Kendal Floral Supply.

With Joe’s new role comes the retirement of long-time Sakata Senior Sales Manager, Ron Garofalo, who will be supporting his replacement through the beginning of the year before retiring from his nearly 20 years in the industry and almost 50 years in sales and marketing to relax and spend time with family.

## **VESTARON CORPORATION**

Vestaron announced that technology acquisition and business development expert Dr. Andy Renz joins Vestaron’s Executive Team. Andy has more than a decade of experience in international deal making for agricultural solutions companies—both from a multi-national corporation and a start-up company perspective.

At BASF, Andy was responsible for international technology scouting and acquisition. At the early-stage technology company Benson Hill Biosystems, he established commercial partnerships. As independent consultant, he worked with various ag tech start-ups and venture capital firms. Andy has a strong network covering the entire agricultural solutions field. He serves on the industry advisory boards of the biostimulants company Growcentia, the ag tech incubator The Yield Lab, and the conference series Ag Innovation Showcase. **GT**