

GROWERTALKS

GT in Brief

6/1/2019

On The Move

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DOSATRON

Dilution Solutions, a Dosatron International, Inc. Company, has named Lori Donnell as a Technical Sales Representative. Lori brings 20 years of experience working in industrial distribution—10 of those years were focused on power transmission and fluid power. She has a BS in Mechanical Engineering, is a Certified Fluid Power Specialist (CFPS), and is NAHAD Level 3 certified in industrial and hydraulic hose. As a Technical Sales Representative, Lori will be focusing on the Etatron line of electric pumps, industrial controls and metering devices.

DÜMMEN ORANGE

Keith Cable has assumed leadership of the North American region for Dümmen Orange, as the breeding company continues to expand its product portfolio and explore new opportunities to engage with a wider range of growers and retailers. With its global headquarters located in the Netherlands and the North American offices in Ohio, Dümmen Orange has added a new role to create a single point of leadership in North America. This upgrade in leadership structure will bring the activities of Dümmen Orange into better alignment with the needs of customers, thanks in part to the insights provided from the broker business units of McHutchison Corporation and Vaughan's Horticulture, which were acquired in 2017.

Ultimately, this will allow all three companies to expand the base knowledge of their respective market sectors and improve product and service quality and speed in order to meet the ever-changing needs of growers and retailers. All three business units will continue to operate independently and report to the new North American role, and customers will experience no change in their day-to-day interactions.

JIFFY

Robert Hunter is Jiffy's new Territory Manager for Southern California, Arizona and Nevada. Robert is a globally experienced professional with a Masters in Agricultural Science, focused on commercial horticulture, from University College Dublin in Ireland. He comes to Jiffy with a background that includes experience in fertilizers with Harrell's, in plant protection with SePro, Cleary's and Nufarm, in biological controls with BioWorks and Mycotech, and in substrates with Pilkington and Fisons. Robert has also worked in ornamental production at Village Nurseries and El Modeno.

W. ATLEE BURPEE

For the first time since George Ball purchased the company and took the helm in 1991, W. Atlee Burpee company has a new Chief Executive: James "Jamie" Mattikow. He joined Burpee effective April 1. The 55-year-old brings more than 25 years of marketing and brand management experience at companies such as Kraft, Mars, Cosi Inc., Seagram Beverage Company and Hasbro. Most recently, he served as Chief Commercial Officer at Ferrara Candy

Company, where he led the Chicago company's everyday and seasonal category and marketing teams, and was responsible for Ferrara's R&D group. George Ball will remain as Chairman of Burpee. **GT**