

GROWERTALKS

GT in Brief

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On The Move

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BALL SEED

Mark Whitlock is the new Ball Seed Regional Sales Manager for the Great Lakes Region. Mark has over 20 years of sales experience, including effectively leading business-to-business sales teams and working with distribution sales to large and small accounts, as well as an understanding of today's retail environment. Mark most recently served as the Director of Business Development and Marketing for Seville Farms in Ft. Worth, Texas, working with national and regional retailers to develop in store and online plant sales.

BEEKENKAMP

Beekenkamp is expanding its North American team with two new Area Managers: Kat Wolper and Lauren Blume. The North American territory will be divided into three areas where Kat will be responsible for the western states and some Canadian provinces, Lauren for the Midwest and south. Martijn Kuiper keeps responsibility for the east and will lead the North American team. Geert Peters, based out of the Netherlands, will provide support on the product management side.

Lauren Blume brings nine years of horticultural experience as a grower and Assistant Head Grower and will handle the states of Texas, Oklahoma, Kansas, Nebraska, South Dakota, North Dakota, Minnesota, Iowa, Missouri, Arkansas, Louisiana, Mississippi, Alabama, Tennessee, Kentucky, Indiana and Michigan.

Kat Wolper brings 16 years of horticultural experience in different horticultural companies. Kat takes on the Western Region, which will include California, Nevada, Arizona, Oregon, Washington, British Columbia, Alberta, Montana, Saskatchewan, Manitoba, Montana, Wyoming, Colorado and New Mexico.

EMERALD COAST GROWERS

Emerald Coast Growers has expanded its sales team with the addition of Katy Furnas, an experienced professional with more than a decade in the horticulture industry. Katy's career includes time in sales management and lead sales for Ag 3, Inc., and she grew up working in the family foliage nursery. Based in the central Florida area, Katy will spend her time traveling to customers' locations, attending trade shows, conducting presentations and talks, visiting the Pensacola and Lancaster facilities, and providing support for broker sales reps and customers.

PROFILE PRODUCTS

Profile Products has hired Jeff Knape as Director of Business Development. He'll focus on developing new and unique growth opportunities for the horticulture business. Jeff has more than 20 years of experience in the consumer lawn and garden, professional turf, and ornamental markets. Prior to joining Profile, he held a variety of positions with the Scotts Miracle-Gro Company in global procurement, business development, product innovation and most recently as director of sales and marketing.

The company has also hired Ken Fisher as National Sales Manager. Ken will focus on growing sales, building awareness, securing key accounts and strengthening customer relationships in the horticulture market. Ken has nearly 30 years of experience in the commercial and consumer horticulture industry, most recently working in a variety of managerial roles at MasterTag. Prior to working at Profile, Ken also had positions at White Flower Farm, Michigan Bulb Company, Michigan Department of Agriculture and the USDA. **GT**