

GROWERTALKS

GT in Brief

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On The Move

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BIOWORKS

Edgar Godoy has been named Biological Solutions Advisor at BioWorks. In his new position, Edgar will be increasing BioWorks' ability to deliver personalized solutions, programs and support to customers in Central and Western California. Edgar has 20 years of experience in the agriculture industry, with his most recent experience being an agronomist at AG RX in California, serving specialty ag and nursery customers as a PCA, CCA. He previously held positions at USDA-APHIS MOSCAMED and Frutera Real-Fyffes.

Taylor Sorenson has been named Biological Solutions Advisor at BioWorks. In his new position, Taylor will be supporting customers in Southern California, Arizona, Nevada and Utah. He has nearly a decade of experience in the agriculture industry, with his most recent experience as a sales manager at Agconnect, serving customers in California and Mexico.

HYDRAFIBER

HydraFiber, the horticultural business of Profile Products, announced the launch of the new digital HydraFiber Resource Library (HydraFiber.com/Resources) designed to make it easier for growers and blenders to find information they need to feel confident adopting HydraFiber into their mixes.

The Resource Library contains videos and PDF documents covering production practices, equipment installation and management, and comprehensive technical information, including testing data and product specs. Videos are available as both short-form content, geared toward specific topics of interest, and full-length, on-demand webinars that provide broader overviews of HydraFiber best practices. Users can easily sort through the nearly 100 resources within the library through enhanced, concise filtering options, one-click navigation and icons depicting each type of resource.

All resources are available without needing a login or password. As new resources become available, they will be uploaded to the library.

SYNGENTA FLOWERS

Chad Underwood has been named Head of Sales for North America for Syngenta Flowers. In this role, Chad will lead Syngenta's commercial sales team and "play a pivotal role in building on the strategic relationships with brokers

and growers in the North American market.” Chad, who’s been with Syngenta since 2014, first as a Broker Account Manager and then as Business Operations Manager, will remain part of the leadership team in North America and will also become part of the global leadership team.

Chad’s background before Syngenta includes stints with Twixwood Nursery, Neal Mast Greenhouses, Kalamazoo Valley Plant Growers Co-op and the Kalamazoo Flowers Group, Express Seed and Green Circle Growers.

TERRA NOVA NURSERIES

Terra Nova Nurseries announced the promotions of Rebecca Orr to Marketing Manager and Chris Park to Research & Development Administration and Contracts Manager.

Rebecca joined Terra Nova Nurseries in May 2017 as a customer service representative. She will retain her current role as a key account representative in the sales department and her position as trials manager, in which she plans, places and supervises all new plants in trial gardens across the United States. Rebecca is a member of the company’s licensing team, where she works with licensees to introduce, trial and grow plants bred by Terra Nova Nurseries.

In her new role, Rebecca will work as part of the company’s key management team to coordinate the flow of Terra Nova Nurseries’ new and existing plants to the market. She will be responsible for all branded promotional materials and strategic marketing acuties, such as the company’s annual catalog, product profiles, trade shows, show and trial plants, webpages, social media, and working with Terra Nova’s public relations firm.

Chris joined Terra Nova Nurseries in November 2009 as shipping and logistics manager and has since held positions of increasing levels of responsibility. She will continue her roles involving contracts and licensing management, royalty administration and photography support. In addition to her existing scope, Chris will now add research and development administration to her responsibilities. She will be responsible for data collection, data systems and information flow, which will be used internally by the company to bring plants into production.

WADSWORTH CONTROL SYSTEMS

Wadsworth Control Systems announced the addition of Thom Mandl as Chief Operating Officer. Thom brings a diverse array of operations management experience, ranging from P&G and Ford to private manufacturers, including leadership roles in engineering, production management and the executive team. Thom’s academic training includes an MBA and a BS in Mechanical Engineering, and he holds professional certifications in Lean Six Sigma and supply chain management.

Ben Lane has taken on the role of Principal Engineer, where he’ll develop new product solutions, including both new innovations and expanding the capabilities of the company’s existing products. Kevin Stow-Parker has been promoted to Engineering Manager and Ray Medina has taken on new responsibilities in his role as Production Manager. Robbie Brandstetter, former Operations Manager at Wadsworth, has moved to a consulting role with the company and will be helping with special projects. **GT**