

GROWERTALKS

GT in Brief

2/1/2021

On The Move

Jennifer Zurko

BAILEY

Bailey announced the promotions of **Shane Brockshus** and **Alec Charais** to the newly-created positions of Chief Operations Officer and Chief Marketing & Product Development Officer, respectively. Marc McCormack will continue leading company-wide sales direction and sales leadership development, now as Chief Sales Officer.

Additionally, **Ofelia Wegley** has joined the Bailey organization as Chief Human Resources Officer. Elevating these key business functions to a more senior level complements the existing management structure led by Chief Executive Officer Terri McEnaney, Chief Financial Officer John Bailey and Chief Information Officer Pat Bailey.

BALL SEED

Along with the distribution agreement in December between Fred C. Gloeckner and Ball Seed Company, the following Gloeckner team members have joined Ball Seed:

Shayne Johnson is Sales Representative for the sales territory of Minnesota. Shayne has spent the previous 15 years with Gloeckner, covering several states in the upper Midwest. Prior to Gloeckner, Shayne was the Head Grower at Gerten's for five years.

Michael Cardosa is Sales Representative in California. Michael has been in sales for over 14 years, specializing in the cut flower segment. Michael grew up in the industry and has commercially cultivated cut flowers in the past.

Robert Müller is Sales Representative for Maryland and Pennsylvania. Born in Hungary, Robert was a successful Sales Representative in the northeast region for the last two-plus years. While attending Cornvus University, he worked as an exchange student at Mahoney's Garden Center in New England. After immigrating to the United States, Robert returned to Mahoney's, working as Perennial Nursery Manager and Operations Manager.

Ricardo Campos is Sales Manager for Lighting Technologies, where he will build on his success of the past six and a half years of leading the Gloeckner team in bringing innovative Signify LED technology to growers across North America. As director of Sales for the Ecker Ranch and Golden State Bulb Growers, he introduced to the market important varieties such as Prestige and Ice Punch Poinsettias, and the Callafornia Calla Lily series.

As an Account Development Representative for Ball ColorLink, **Dave Dowling** will focus on cut flower customers, primarily in the Northeast and the Southeast. Dave ran his own cut flower farm in Maryland for over 20 years. He's spent the last several years working with Gloeckner and Ednie Flower Bulb teams to develop a rapidly growing cut flower supply chain and customer base.

In her new role as Account Development Representative for Ball ColorLink, **Alexis Currie** will focus on customers in the Southwest. Alexis worked for Greenleaf Nursery in El Campo, Texas, in production and sales, where she grew annuals, perennials and tropicals. As a key account representative, she called on Kroger, Lowe's and Whole Foods.

Monica Alvarez-Valdovinos is Ball's new Sales Manager for Latin America, where she'll coordinate the sales between Ball's headquarters and Latin America, generating new markets, developing new products and managing new sales. Previously, Monica worked for 27 years as the lead International Sales Manager at Gloeckner, where she managed the sales of millions of seed, bulbs, plants and varieties around the world, principally from Europe and the U.S. to Latin America.

In his new position as Business Integration Manager, **Andrew Lee** will collaborate with his new colleagues to build on the strength of the business he was instrumental in developing at Gloeckner. This includes working with Monica on the Latin American market and with Ball's supply managers on unique product offerings from worldwide breeders. Andrew is best known in the industry as the Sales and Marketing Manager for Gloeckner, a role he held for over 30 years.

BIOWORKS

Kristine Dyer has been named Biological Solutions Advisor at BioWorks. In this position, Kristine will increase BioWorks' ability to deliver personalized solutions, programs and support to the Northeast United States (Maine, Vermont, New Hampshire, Massachusetts, Connecticut, New York and Pennsylvania).

Kristine has experience in the cannabis, controlled environment agriculture and specialty agriculture markets, both in the U.S. and in Canada. In her most recent experience as an account executive managing more than 1,000 customers, she worked with both growers and executive staff.

SEPRO

SePRO's Turf & Ornamental team will now be led by **John Wendorf**. John comes to SePRO with almost 30 years of Turf & Ornamental industry experience. In his role as director, John will focus on elevating SePRO's pace of innovation, with a strong emphasis on technical efficacy, operational efficiencies and social and environmental responsibility. While developing future-focused strategies for growth will be central to John's role with SePRO, building a strong team will be of equal importance. **GT**