

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

THE CEL GROUP

The CEL Group of Companies announced Geoff Crocker as the new Chief Technology Officer. CEL, the parent company of Conviron and Argus Controls, develops client solutions for plant-centric environments, controls and automation systems used in plant science research, commercial horticulture and indoor growing facilities. In his CTO role, Geoff will be responsible for the Group's overall technology platform development with a focus on control systems. He'll be instrumental in assessing options for new platforms, including hardware and software tools while directing the creation of controls-based recurring revenue offerings that enhance client experience.

Geoff joins CEL with 20 years of experience in product management, client relations and business strategy. His career led him to the fuel cell sector where he spent eight years with Ballard Power Systems before becoming the VP of Technology at Corvus Energy, another global organization focused on sustainable power, this time in the maritime space. Most recently, he was leading the hardware and software roadmap as Director of Product Management at Neurio Technology.

EASON HORTICULTURAL SERVICES

Eason Horticultural Resources announced the addition of five former reps from Fred C. Gloeckner and Company to its national sales team.

Walter Bissex will service customers in Connecticut and in Westchester County, metro New York City and Long Island in New York. Jeff Nameth will call on customers in North Carolina, South Carolina, Virginia and Florida.

Matthew Miller will handle customers in Wisconsin, Northern Illinois and Northern Michigan. Tom Seibert's territory is Georgia, Alabama, Kentucky, Tennessee, Mississippi and the panhandle of Florida. David Toohey will service customers in Massachusetts, Vermont, New Hampshire, Rhode Island and Maine.

RISE

RISE (Responsible Industry for a Sound Environment) welcomes Kristen Spatz as its senior director of regulatory affairs. She joins the association with a strong regulatory and technical background, along with manufacturing experience of various Food and Drug Administration (FDA) products, where she specialized in quality control and quality engineering.

In her new position, Kristen will be responsible for RISE's regulatory work, which includes providing strategic oversight for the development, implementation and management of effective policy strategies and tactics, and serving as the staff lead for the association's Regulatory Affairs Committee.

SEPRO

Todd Stassel has joined SePRO's central region as an Ornamental Technical Specialist. Todd, with nearly 40 years in the business, has expertise in supporting professional growers.

In addition to Todd, SePRO is welcoming Jack Edwards as an Ornamental Technical Specialist. Jack is no stranger to SePRO, having successfully completed an internship with the company's Consumer Sales division during the summer of 2020. **GT**