

# GROWERTALKS

## GT in Brief

3/1/2022

## Welcome, Osvaldo!

*Jennifer Zurko*



We're so excited to introduce the newest member of the Ball Publishing team—Osvaldo Cuevas as Video Producer!

As technology continues to evolve to include digital, multi-channel components as a means of communicating with the industry and supporting all of our readers and advertisers, we knew we needed a dedicated full-time person to take us to the next level with regard to visual media, specifically when it comes to video. (I mean, I think I did an okay job with manning the video camera without any experience, but we needed someone who actually knew what they were doing.)

Osvaldo will be in charge of shooting, creating and editing video for everything from industry events, editorial content and Ball Publishing's advertising customers. We're excited to have him along with us at CAST and Cultivate, along with visits to growers and retailers.

Before he came to Ball Publishing, Osvaldo worked for 10 years at Apple (anyone who's put a mic on Tim Cook knows their stuff) as a Media Production Specialist. He lives in Chicagoland with his wife, two kids, a dog and a cat. His love for music is reflected in a local monthly radio show that he hosts and as a music video director. He also loves movies, coffee and tacos. **GT**